

# THE COIN MACHINE REVIEW



*November, 1946*

THE NO. 1 PHONOGRAPH OF OUR TIME

**A**

**M**

**I**

ALWAYS . . . MORE . . . INCOME



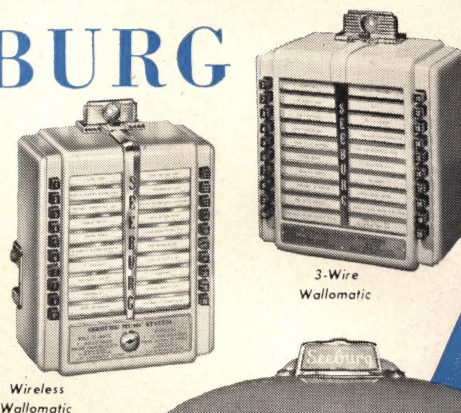
*"Be Sure —  
Buy Seeburg"*

# Share in the **GREAT MUSICAL ADVANCES** made by **SEEBURG**

The time is past when the public is entertained by watching a selector mechanism. Musical taste and public discrimination have advanced, and as the novelty of coin operated phonographs has worn off, there is more and more insistence on quality musical reproduction.

Recognizing that the very future of the automatic phonograph industry depends upon proper reproduction and sound distribution, Seeburg engineers have developed a complete music merchandising system that opens up new possibilities to the operator.

If your business is selling music, you will find that Seeburg Musical Merchandising offers new advances that public, location owner and operator will all appreciate.



Wireless  
Wallomatic

3-Wire  
Wallomatic



Symphonola "1-46"



12-inch Mirror  
Speaker



8-inch Tear  
Drop Speaker



Recessed Speaker



Dual Remote  
Volume Control



Remote Control  
Special

# Seeburg

1902 • DEPENDABLE MUSIC SYSTEMS • 1946

J. P. SEEBURG CORPORATION  
1500 N. Dayton St., Chicago 22

**See Your Seeburg Distributor for a Demonstration!**

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## MINTHORNE MUSIC COMPANY

2916-20 W. Pico Blvd., Los Angeles, Calif.  
512 W. Washington St., Phoenix, Arizona

## JACK R. MOORE COMPANY

1615 S. W. 14th Ave., Portland, Oregon  
348 Sixth Street, San Francisco, Calif.

100 Elliott, West, Seattle, Wash.  
4 No. Bernard St., Spokane, Wash.



**Universal Appeal . . . Showmanship  
...Foolproof Operation...Human Interest!**

**The VOICE-O-GRAPH Has  
All Four...and More!**

People thrill at the idea of making instantaneous recordings of their own voices — and mailing them to friends or taking them home and playing them over and over again. This psychological impulse guarantees operators record-making PROFITS with the VOICE-O-GRAPH.

The VOICE-O-GRAPH is fully Automatic—Coin Operated—with special Mailing Envelopes vended for an additional 5c. No Attendant is necessary. Booth is soundproof, beautifully designed and large enough for 2 people to record conversation or song. Occupies approx. 1 square yard of space.



**"Don't Write—VOICE-O-GRAPH"**

Remarkable earnings now being reported—Ask any Mutoscope Distributor for proof. Deliveries now being made . . . in order received. See the VOICE-O-GRAPH on display at all Mutoscope Distributors, or mail this coupon for further details.

\*Reg. Trade Mark

INTERNATIONAL MUTOSCOPE CORPORATION  
44-01 Eleventh Street, Long Island City 1, N. Y.

☐ Send me at once complete details on VOICE-O-GRAPH.

NAME .....

FIRM .....

ADDRESS .....

CITY ..... ZONE ..... STATE .....

7-9



**Now  
Delivering**

# **New BUCKLEY TRACK-ODDS**

COIN  
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FOR  
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1946

## **7-COIN RACE HORSE CONSOLE**

- **NEW TYPE PAYOUT**  
WITH DOUBLE COIN TUBE
- **FREE WHEELING SPINNER**  
WITH POSITIVE STOP ACTION
- **IMPROVED ODDS CHANGER**  
WITH NEW TYPE CONTACT  
ASSEMBLY
- **NEW JACKPOT PAYOUT**  
PAYS UP TO 100 COINS FROM TUBE  
PLUS BONUS TOKEN
- **7-SLOT SELECTIVE COIN HEAD**  
INCORPORATING FIVE NEW DIS-  
TINCTIVE FEATURES PLUS ANTI-  
CHEATING IMPROVEMENTS

•  
**ORDER TODAY FOR PROMPT SHIPMENT!**  
•

*Buckley Manufacturing Co.*

4223 WEST LAKE STREET • • • CHICAGO 24, ILLINOIS



A bu



# A BUSHEL OF MUSIC!

The public is floored by the quantity as well as the quality of AMI music. Every patron is pleased and honored by being given his choice of forty selections, just about twice as many as he expects to find. He marvels at this great advance in music service, shows his appreciation by playing and watching — watching and playing. A bushel of music is a bushel of fun for the public. **AMI Incorporated**

AMi

MODEL A AUTOMATIC PHONOGRAPH

**M. S. WOLF DISTRIBUTING CO.**

1348 Venice Boulevard, Los Angeles 6, California • 1175 Folsom Street, San Francisco 3, California  
427 S.W. 13th Avenue, Portland, Oregon • 2313 3rd Avenue, Seattle, Washington

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NOVEMBER  
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# 3 BETTER BETS BY BALLY!!

*Bally's*

## TRIPLE BELL

TRIPLE BELL is Bally's answer to the problem all operators are facing today—how to step up earnings to keep pace with higher operating costs. Tests in widely scattered locations of all types, from high class night clubs to road-side stops, prove that TRIPLE BELL is the fastest money-maker that has ever hit the console trade. That big 1000 super-special award guarantees a coin in every one of the three chutes every spin of the reels—and those three reels are spinning every minute of the day wherever TRIPLE BELL is on location.

TRIPLE BELL is a three reel type machine with changing odds for each of the three coin chutes. Reels are available with either bell-fruit or comic animal symbols. Available in combinations of nickel or nickels and quarters, and may be converted to replay or payout.

**\$895.00 f. o. b. factory**



*The New*

## BALLY DRAW BELL

"BELL FRUIT" FLASH NEW "SECOND SPIN" FEATURE  
TROUBLE FREE MECHANISM

DRAW BELL consoles on location week after week in widely scattered territory, in every section of the country, are consistently stealing the play from all other equipment . . . out-playing and out-earning pre-war and post-war consoles and bells. Fat collections and record-smashing profits prove that Bally's clever new second-coin second-spin feature is the most powerful and positive repeat-play stimulator ever created. Positive trouble-free mechanism cuts your service cost to the bone . . . insuring lowest operating costs and highest profits in the console class. Order DRAW BELL now for biggest profits you've ever known. Specify Nickel or Quarter play.

**Nickel Model \$477.50 f. o. b. Chicago**

*Bally* **BIG LEAGUE**

**A FIVE-BALL FREE PLAY**

Unusually fast play, resulting in substantially increased collections, is the outstanding feature of the new Bally "Big League."

Although "Big League" is designed on a baseball theme, the play appeal is basic and will attract and hold play at any season of the year. Three separate scoring systems are built into the play, enabling the player to shoot for high-score, runs or special scoring roll-overs. Come in and see it today. Priced at only

**\$299.50**

**F.O.B. CHICAGO**

**WRITE—WIRE—PHONE—COME IN—TODAY!**

**DIRECT LINE DISTRIBUTORS**

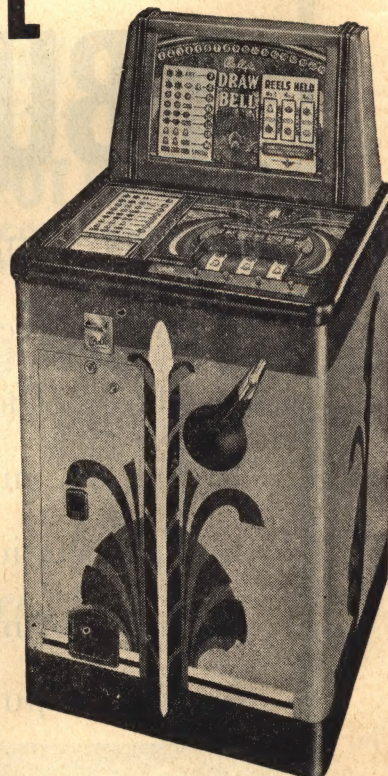
# PAUL A. LAYMON

DISTRIBUTORS FOR BALLY MFG. CO. IN CALIFORNIA, NEVADA,  
ARIZONA, AND THE HAWAIIAN ISLANDS

**1503 WEST PICO ST.**

**DR. 3209**

**LOS ANGELES 15, CALIF.**





# OLD FAVORITE BELL APPEAL PLUS NEW HOLD AND DRAW FEATURE

## Bally's DRAW BELL

NICKEL OR QUARTER PLAY

All the flashy come-hither of the old familiar golden bells and bright red cherries! All the excitement and suspense of three spinning reels! *Plus* the new second-spin feature . . . designed to insure extra thrills to the player and extra profits to you! That's Bally's new post-war console . . . DRAW BELL!

Plenty of winners pop up on the first spin . . . insuring steady repeat play. And every miss comes so close to a winner that players can't resist a second spin . . . which results in an extra coin in the cash-box. For example, bars on the outside reels and a cherry in the middle . . . who wouldn't play a second coin to *hold the bars and spin the center reel again?* Practically every non-winner line-up has the "makings" of a winner, and players invariably try the second-coin-second-spin.

### QUICKLY CONVERTIBLE . . . PAYOUT OR REPLAY

One unit serves all types of location, because DRAW BELL is quickly convertible from automatic payout to replay . . . and a sensational money-maker either way. Like all post-war Bally products, Bally's DRAW BELL features improved, simplified mechanism . . . easy access for adjustment and routine service . . . sturdy construction to live up to the long-life play appeal.

DRAW BELL consoles on test location are out-earning all other consoles and bells . . . boosting profits in lively locations and bringing slow spots back to life in a hurry. Because good news travels fast, the demand for DRAW BELL already far exceeds production . . . so order today . . . now . . . from your local Bally distributor. *Specify Nickel or Quarter play.*



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REVIEW

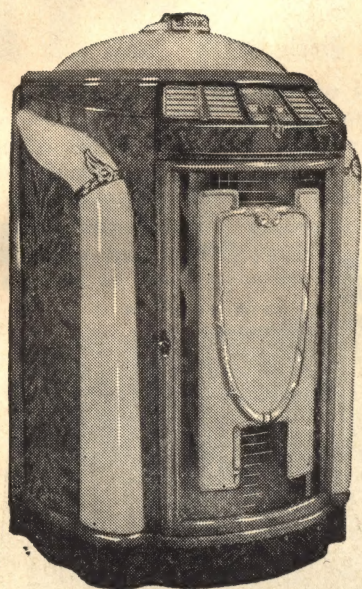
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FOR  
NOVEMBER  
1946



**Bally** MANUFACTURING COMPANY  
DIVISION OF LION MANUFACTURING CORPORATION  
2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS



# The **BIG THREE!**



**Seeburg**

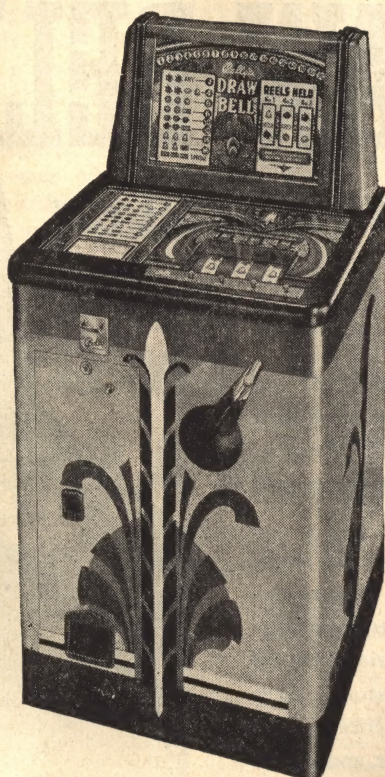
**SCIENTIFIC SOUND  
DISTRIBUTION**

**--NO BLARE--**

**--NO FADING--**

*Music as you like it  
at  
correct ear level*

*Bally*  
**DRAW BELL**



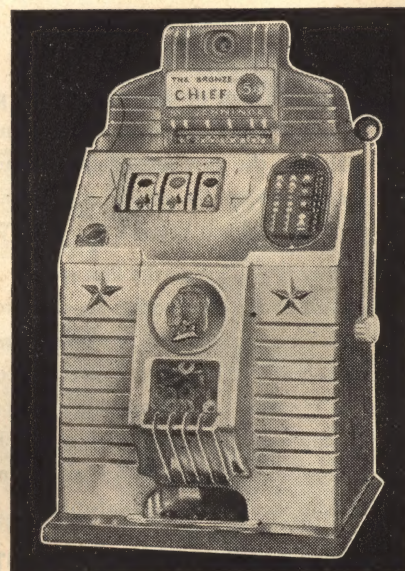
**OLD FAVORED BELL APPEAL  
WITH NEW  
HOLD AND DRAW FEATURE**

**ORDER NOW**  
The Sensational New Bally  
**TRIPLE BELL**

*Jennings*

**Standard CHIEF**

More beautiful performance  
and beauty than ever before!  
A real treat for operators in  
profits and relief from any  
mechanical worry.



—Also—  
**Bronze Chief**  
**Super Deluxe Chief**

Also Available for Immediate Delivery:  
**BALLY'S**

**Big League - Draw Bell - Victory Special - Victory Derby**

**JONES DISTRIBUTING COMPANY**

EXCLUSIVE DISTRIBUTORS—SEEBURG, BALLY, JENNINGS

127 East 2nd South  
Salt Lake City, Utah

1454 Welton Street  
Denver, Colorado

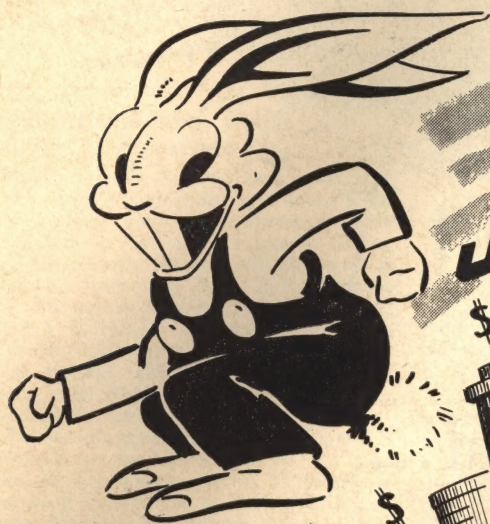
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# "JACK RABBIT"



## JUMPS PROFITS

**YOUR CASH WILL  
MULTIPLY LIKE  
RABBITS**

**WITH THE NEW "JACK RABBIT"  
THE ALL ANIMATED GAME OF THRILL,  
SKILL AND HIGH SCORING**

**AMUSEMATIC** introduces a fascinating new game that intrigues all players. "JACK RABBIT" gets replay over and over again and corners amusement coins. Customers are held intent improving their skill and "catching largest number of Rabbits possible."

"PIN GAME OPERATORS and ARCADE OPERATORS" HURRY AND CASH IN ON "JACK RABBIT" — the game of action that will liven your amusement center and MULTIPLY YOUR DOLLARS like Rabbits!

- ENTIRELY NEW IDEA
- STRONG PLAYER APPEAL
- MORE GAMES PER HOUR
- MAXIMUM IN CONTINUOUS — UNINTERRUPTED OPERATION

**\$475**

1/3 Deposit  
Balance COD

This all-animated thrilling game is operated on a two-button principle—one button to increase speed of Dog—the other to make Dog leap for Rabbit.



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**NEW  
ALL-ANIMATED  
GAME!**

AMUSEMATIC CORPORATION

4556 N. Kenmore  
Chicago 40, Illinois

Telephone — Edgewater 3500

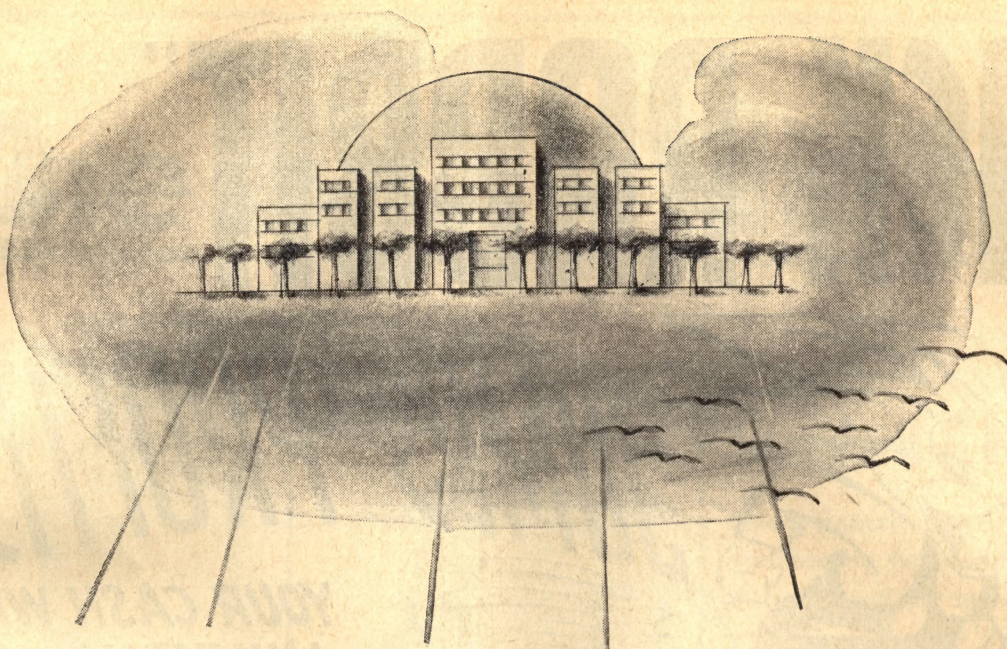
Please send additional information to:

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_





## Dream Hospital...

COIN  
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NOVEMBER  
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The hospital depicted here exists only in the hearts of men and women who are losing the grim battle with cancer. And in the imagination of other men and women who want desperately to provide a haven for these victims in need of hope and care to sustain them in the few months or years still remaining to them.

Actually, there is not a single such hospital anywhere devoted exclusively to these unfortunates who *may* be beyond the help of medical sciences, but who are still certainly in urgent need of hospital care. And only a limited, woefully insufficient number of beds available to them in other hospitals.

During the long years of the war we gave up our plans for the building of this dream hospital... **Hope Institute.**

But now we are more than ever determined to see it rise in stone and steel. A model hospital, the first of its kind... cheerful and comfortable in every way... with more the atmosphere of an apartment hotel than of a cold institution. Where the patients, depending upon their condition, can enjoy the warm hospitality of lounge and dining room, or retire to the merciful seclusion of a private room.

What do we need to build this hospital now? **You.** Every dollar or penny you can scrape together for it. Whether or not you know this tragedy from bitter personal experience... the tragedy of whole families, endlessly frustrated in their determination to care for a doomed member... give as generously as you can. Please fill out the coupon below and mail with your contribution. It will make this hospital more than a dream.



### THE NATIONAL CANCER FOUNDATION

GRIFFIN BUILDING

85 FRANKLIN STREET • NEW YORK 13, N. Y.

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

*Make checks payable to Abbott Kimball,  
Treasurer of the National Cancer Foundation.*

## THE NATIONAL CANCER FOUNDATION

AFFILIATED WITH

SPONSORS OF GOVERNMENT ACTION AGAINST CANCER

THE NATIONAL FOUNDATION FOR THE CARE OF ADVANCED CANCER PATIENTS



# THE COIN MACHINE REVIEW

NOVEMBER, 1946

The 160th  
CONSECUTIVE  
MONTHLY ISSUE

OFFICE OF PUBLICATION: 1115 Venice Blvd., Los Angeles 15, Calif. Paul W. Blackford, Editor and Publisher; Clarence G. Beardslee, Assistant to the Publisher. FITZROY 8269. CHICAGO OFFICE (1): C. J. Anderson, 35 East Wacker Drive, CENTRAL 1112; NEW YORK OFFICE (17): Ralph P. Mulligan, 441 Lexington Avenue, Murray Hill 2-5589. SUBSCRIPTION RATES: \$2.00 for 3 years—minimum term accepted; 50c per copy.

## Sugarman, Green, Blatt Buy In At Firestone

NEW YORK—Barney Sugarman, Abe Green, and Willie Blatt, prominent members of New York's coin fraternity, have purchased an interest in Firestone Games, Inc. Henceforth, the firm will be known as Firestone Enterprise, Inc. Jack Firestone will continue as president, with Blatt v. p., Murray Goldberg secretary, and Green treasurer. All three in-buyers will retain their present affiliation. Sugarman and Green with Runyon Sales, and Blatt with his Florida distributing firm.

Firestone's present line of three games is expected to be augmented by five new ones. In a preparatory move, 10,000 square feet have been added to the building now being leased. Negotiations for purchase of the structure are under way.

## Cupid Clips Two

BUFFALO—The lad with the bow and arrow has been busy in these parts. His most recent bag was Phyllis Clark, Ben Kulick's Girl Thursday (she's so sharp she's a day ahead of the pack), whose engagement to Morton Slesinger was officially announced at a family dinner party on October 13.

Number Two in the Hit Parade is Sanford Kulick, who divides his time between Fay San Distributing Corp., the University of Buffalo, and Diana Ganson. He became engaged to the latter.

## On the Cover:

Vivacious Pat Hutto, one of the 60 beauties appearing nightly at the lavish Earl Carroll Theater Restaurant in Hollywood, is featured on this month's cover in a special photo study by Hollywood's ace photographer, John Reed.

Call

**DR. 3209**

For Automatic Equipment,  
Parts and Supplies

**PAUL A. LAYMON**  
DISTRIBUTOR

1503 West Pico Los Angeles 15

## Mangan Named Chief of CMI's Public Relations Bureau

CHICAGO—Two important meetings, held here October 9 and 15, resulted in the following developments:

1. James T. Mangan was named head of the newly formed Public Relations Bureau and will set up a complete staff who will work in CMI's offices.

2. A Public Relations Committee was appointed, composed of Walter Tratsch, A. B. T.; Herb Jones, Bally; DeWitt Eaton, AMI, Inc.; J. W. Coan, Coan Mfg.; Grant Shay, Bell-O-Matic; Dave Gottlieb, D. Gottlieb & Co.; James A. Gilmore, secretary of CMI.

3. At a conference of advertising managers and agencies called by CMI to promulgate a code of ethics so that coin machine trade advertising would be placed on a comparable plane with other industries, the following points were agreed upon:

- Use of the word "take" should be eliminated in coin machine advertising in connection with the profit angle. It was suggested that any of the following words be used instead: earnings, profit, income, revenue.
- Slots. Slot machines will hereafter be referred to as "Bell Machines" or any variation thereof.
- Obscenity. Illustrations of nude women or lewd or suggestive illustrations or comments are to be avoided.
- Prices. It was suggested that the price of new machines be eliminated in all publication advertising.
- Legal. Avoid the expression "legal everywhere," inasmuch as it is impossible to accurately assure such legality in every part of the country. In contra, an advertisement carrying copy "legal everywhere" would imply that all other advertising which does not carry such copy is illegal.
- Tax. Refrain from referring to tax in all publication advertising. Whether or not any machine or game is subject to tax can be more suitably handled by means of correspondence or direct mail literature.
- Publications. Publishers to discontinue, or at least tone down, news items covering closing of territory.
- Truth. Avoid undue exaggeration in illustration or copy. While a

certain amount of "puffery" may be considered permissible, extremes must be eliminated. For example, an illustration which actually appeared, of an operator shoveling coins out of a cash box into a wheelbarrow is gross exaggeration, and its connotation is such that it reflects against the industry as a whole. The axiom, "Truth In Advertising," is to be used substantially as a guide in the preparation of all publication advertising.

It was announced at the October 9 session that sufficient funds had been subscribed by manufacturers present—an amount that will be augmented by manufacturers unable to attend but who have forwarded written approval of any program concurred by the group—to launch an ambitious campaign.

Originally, July 1, 1946 had been set as the opening day of the all-out drive to create a better understanding of the coin machine business by the public, but unforeseen circumstances forced a delay. The long-heralded, long-awaited program will be inaugurated on or before the Annual Convention and Coin Machine Show in February.

Funds already collected from distributors and operators throughout the country will be held in separate bank accounts and will be used solely for the Public Relations Program.

The appointment of Mangan to the key

**REPAIRS  
PARTS  
REFINISHING**

SLOT MACHINES AND VEST POCKET  
CASTINGS FOR SALE

**G. B. SAM**

541 E. 32nd Street, Los Angeles 11, Cal.  
ADams 7688

COIN  
MACHINE  
REVIEW

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FOR  
NOVEMBER  
1946

THE REVIEW HAS NEVER MISSED AN ISSUE IN THE PAST THIRTEEN YEARS!!  
NO OTHER COIN MACHINE MONTHLY CAN MAKE THAT STATEMENT!!



role of Chief of the Public Relations Bureau is a tall feather in CMI's cap. Mangnan has a 25-year background in every phase of coin machine publicity, promotion and merchandising. For over 20 years he was affiliated with Mills Novelty and Mills Industries. He has addressed coinmen in most cities of the United States and Canada and has written six books on merchandising and sales, two of them best sellers. His Sales Manual, "Sell by Giving," has been read by 400,000 American businessmen.

### Comedian Invents Coin Game

ST. PETERSBURG—One day in 1925, while eyeing the electric scoreboard in Philadelphia during the World Series, Ole Johnson, laugh-half of the Olson-Johnson team, was seized with an inspiration.

It required 21 years before that inspiration reached culmination in *Ballete*, a new type of arcade baseball game with electric scoreboard.

Johnson has patented the machine and expects to manufacture it in St. Petersburg.

### Arcades Aid British Morale

LONDON—The blitz is over—but the memory and debris remain. Some of the finest business districts and shopping centers have been converted to arcade and amusement centers so that war-weary Britons may have a modicum of entertainment.

# CMI Spikes "Second" Show Reports But Rumors Persist

CHICAGO—Due to the catastrophic blaze at the LaSalle Hotel, fire department restrictions have been considerably tightened. This has brought about a reduction in the number of display booths which will be available at the Annual Convention and Coin Machine Show in February. CMI reveals that the total display space cannot exceed 208.

To CMI members, this augurs no cause for alarm. But to the countless manufacturers making their debut in the field, who have spent thousands of dollars in research, engineering skill and material to perfect their brainchildren, this is a blow to upset their most carefully laid plans.

These newcomers are not members of CMI because they have not manufactured coin machine equipment heretofore. They will not wait until 1948 to display their product. They want their wares shown in February, 1947 when new equipment and revolutionary ideas will pay the highest dividends.

With hundreds of potential buyers on hand, are they going to accept the "sold out" verdict without making an attempt to introduce their product at that propitious time?

Reports reaching THE REVIEW indicate that more than 25 exhibitors have joined forces and employed a scout to seek display space somewhere else in the city.

Seeking confirmation, THE REVIEW wired James Gilmore, CMI's secretary, and received the following reply:

"Retel. Must be rumor only. Have contacted several and find no one has heard any such thing even intimated. Hotel Sherman management says none but second rate hotel would consider and second rate hotel does not have exhibit space other than sample rooms."

The Sherman's statement that second rate hotels do not have exhibit space is probably correct, but persistent rumors circulating along the Coinville grapevine maintain that exhibitors are dickering for halls and auditoriums to set up a second show.

Echoing the sentiment prevailing among many manufacturers making their bow to the Industry, an executive of one firm—who asks that his name be withheld—said: "We don't know for sure whether or not we can get a booth. But if we are unsuccessful, we're certainly not going to let a huge investment dwindle away because of lack of space at the Sherman. Look at it from our viewpoint: We undertook the development of our machine years ago. Our engineers slaved away, unknottng problem after problem. Eventually we perfected the model. We realized, from the time we started work, that the post-war market would be enormous and all our efforts were directed at having it ready for the 1947 Show because then we could demonstrate it to the people most interested in marketing it. The timing had to be right."

"I'm not saying our machine is the only type that's coming out. But if a more fortunate competitor acquires space at the Sherman and we're left out, we simply cannot afford to take it lying down. We'll find a place to display it even if it's an attic and we have to provide chauffeur service from the Sherman to that attic to get coinmen to view it."

When 20 or 30 or 40 manufacturers find themselves in a similar predicament, there will be more than an attic to showcase their equipment.

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MACHINE  
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FOR  
NOVEMBER  
1946

EVERYBODY IS PLAYING WITH

# DYNAMITE!



Featuring

## ATOMIC KICKERS

•

Place Your  
Order With  
Your Jobber

NOW!

•  
•  
•

*Williams*  
MANUFACTURING  
COMPANY

161 W. HURON ST.  
CHICAGO 10, ILLINOIS

MEMBER CMI

GOTTLIEB

## GRIP SCALE

TRIED, TESTED AND PROVEN  
OVER THE YEARS  
\$39.50  
IMMEDIATE DELIVERY  
— SEE —  
**PAUL A. LAYMON**  
DISTRIBUTOR  
1503 West Pico Los Angeles 15



# Bowling Games Offer Handsome Returns For Nominal Investment

It was right after the World Series and the boys at the bar were replaying each game in minute detail. Managerial strategy was analyzed, argued over; key plays were dissected; hits were turned into double plays, and errors transformed into put outs.

All the while the liquid kept sliding across the sheen mahogany and the fuzz gathered on the grandstand managers' lips. The conversation slipped into World Series of the past; comparative merits of performers in the "good old days" came up for a harsh and heavy word intercourse.

"The Cards would have never won that series a dozen years ago if the ump had called that balk on Dizzy Dean," one of the elbowers interposed.

"Where d'you get that 'balk' stuff?" a man on the end shot back. "He just had a deceiving delivery, that's all."

The first speaker, a tall, bony man, got unsteadily to his feet, stretched to his full weaving height, and announced majestically: "I saw that game. I saw that balk. And I'll show you just how it happened."

Using a system of propulsion which was a cross between Braille and visual perception, the tall man planted himself in front of the bowling game. Inserting a coin, he picked up one of the balls, and turned to his audience. "Now watch carefully," he said, "and I'll show you exactly how Dizzy done it."

He flung his arms wildly, twisting into a grotesque contortion. He spun about and released the ball in a lunging heave.

... When the bartender had ushered Dizzy Dean's poor prototype to the nearest exit and taken inventory of the damage, he discovered that two fifths of whisky, a quart of rye, one bottle of scotch and two of brandy had been smithereened.

The barhop summoned the owner and

the owner roared his indignation; in a matter of seconds he had reached for the phone and was pouring volleys of vituperation into the ears of the operator.

"And get over here as fast as you can and take your damned game out," he shouted, "before I throw it into the street!"

The operator could have argued and tried to change the proprietor's mind. Or he could have hung up and sulkily taken the game away.

But this coinman, who had displayed acumen and salesmanship in convincing the owner he should install the game originally, realized that an antagonistic location was a liability to the business and would reflect unfavorably on all operators of all equipment.

"I'll be right over and remove the game, Mr. ———," he said courteously, "and if you'll figure out what the damages are, I'll write a check to cover."

By the time he had arrived at the bar, order had been restored and tempers had cooled. The operator went directly to the owner, pulled out his check book and wrote out the required amount.

"I'm awfully sorry about this," he said, "and I'll take the game out right away. My truck is out front."

When the operator rose to go, the owner cleared his throat. "Well—just a minute now. That machine has been in here for months and nothing like this has ever happened. It probably won't happen again. Why don't you leave it here on trial and we'll see?"

The operator thanked the owner, checked the game to see if it was in proper mechanical order, and departed.

\* \* \*

The story related above is a good example of why many operators shy away from this highly lucrative coin branch. "Loose balls and drunks. They just don't mix," a pin gamer said.

A man who has operated 40 bowling games for the past eight years told us: "I can't remember the last time a ball-happy customer caused trouble—it happens so rarely. Of course, there is the matter of lost balls, but that runs to no more than two a week for my entire route (cost: 40 to 75 cents each). While there is liability insurance on the game itself, none is available for damages caused to the premises by the balls. But I've been able to realize such a nice return on my investment that an extra occasional expense isn't even felt. Rightfully, the customer should pay—and in most instances I've heard about, he has paid."

It's been a good many years since Paul Bennett bought Coney Island's 42-foot Skee-Ball for Wurlitzer and trimmed it into a 14-foot coin device.

In 1936 Wurlitzer introduced a small portable model; in '37 weekly high-score prizes stimulated play and caused location takes to soar. By 1940, however, play had dropped to a new low—only to receive a resurrecting arm-shot by the defense program and war. This antiquated equipment, without come-hither eye-appeal and flash, out-grossed every other type of amusement device except guns.

Will bowling games continue their hold on the public?

"Operator's take-away receipts have been averaging better than ten dollars a week on those old jobs," a veteran bowl-gamer said. "Some of them are tottering, decrepit models hauled out of basements during the war. Do you think gross is not going to rise with new machines? I'll go you one further. I say if a location doesn't take in at least \$30 a week, the machine should be taken out. There are plenty of locations that will do better than that—much better."

To any coin-minded man who wants to realize more than \$400 a month clear and pay off a \$5,000 investment in one year by operating only ten games, the bowling field is worthy of consideration.

New machines cost around \$450 each, f.o.b. shipping point. This means that by the time the operator has paid for freight, sales tax, license fees, and hauling to loca-

—TURN PAGE

COIN  
MACHINE  
REVIEW

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FOR  
NOVEMBER  
1946

## REFINISHED MECHANICALLY A-1 RECONDITIONED BALLY GAMES

### Immediate Delivery

Thorobreds . . .	\$279.50
Longacres . . .	279.50
'41 Derbys . . .	169.50
Club Trophys . .	169.50
Pimlicos . . . . .	195.00
Dark Horses . .	119.50
Blue Grasses . .	119.50
Super Bells,	
5c FP and PO	249.50
Mills Jumbo,	
late FP . . . .	109.50
Mills Jumbo,	
Comb. . . . .	179.50

Come in Today!

**PAUL A. LAYMON**

DISTRIBUTOR

1503 West Pico

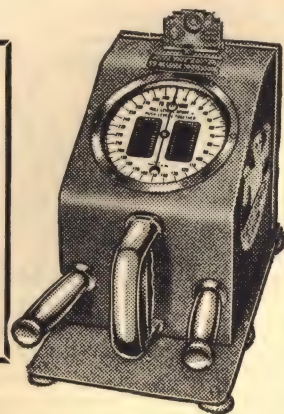
Los Angeles 15

GOING STRONGER THAN EVER!

## GOTTLIEB Improved DeLuxe GRIP SCALE

Consistently Best  
Since 1928

**D. GOTTLIEB & CO.**  
1140 N. Kostner Ave.  
Chicago 51, Illinois



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# METAL TYPER DISCS

## FOR GROETCHEN TYPERS

We Use Finest Aluminum  
Standard Thickness • Satin Finish

### PRECISION DIES

By America's Foremost Toolmakers

Money Back Guarantee **\$850**

Samples On Request

Per 1000

One-Third Deposit With Order

## MAX GLASS DISTRIBUTING CO.

914 Diversey Blvd., Chicago 14, Ill.



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tion, the per-game cost is about \$500.

In selecting equipment, the novice should pay heed to the following questions:

1. Is the runway of sufficient length? It should be at least ten feet—anything less means the player has no control of the ball, which jeopardizes the skill element and discourages repeat play.

2. Is the game fundamentally sound?

3. Do its scoring principles breed inferiority? The game should allow the average player to attain two-thirds of the total possible score. Anything less and his ego simply cannot stand the gaff.

Choicest locations are residential bars and taverns, and recreational zones. The competitive challenge of the game is one of its strongest drawing points. This is especially apparent in neighborhood locations. Everybody knows everybody else and everyone is sure he can beat everyone else. So play is spirited and prolonged. And at a nominal cost, a good time is had by all—even the loser.

The skyrocketing popularity of bowling alleys during the past decade has made itself felt in coin-operated games similarly patterned. Bowling alleys are good locations because people waiting their crack at the ten-pins can warm up and generally entertain themselves during the interim.

Bowling games are ego-feeders. A person who looks foolish on a regulation alley can perform with aplomb on the miniature device. Then, too, special shoes are not needed, less time is required to play a game, and the work-out is not as strenuous.

Bowling games are primarily mechanical and not electrical, which means that repairs are at a minimum and "out of order" signs rarities. As they are skill games, the operator need not worry that adverse legislation will knock him out of business overnight.

Jobbers are now offering immediate delivery of new equipment.

Following is a monthly balance sheet, based on an average operation:

Receipts	
Ten games @ \$30 per week.....	\$1200
Less 50% location commission.....	600
Net Gross .....	\$ 600
Expenses	
Car maintenance .....	\$ 30
Depreciation (over three years).....	125
Parts, etc. ....	30
Insurance (Public Liability).....	5
Total Expenses .....	\$190
Net Profit .....	\$410

Nine months ago the roll-down type of game began moving in on runway devices. But because the basic appeal of the latter is so much stronger, because it affords more exercise and tests control and skill to the utmost, the replacement pendulum swung back. All indications are that it will continue to swing as long as the thrill of competitive sports remains an integral part of the American scene.



READ ALL ABOUT  
IT!!

SEE PAGE 19!!

STATEMENT OF THE OWNERSHIP, MANAGEMENT, CIRCULATION, ETC., REQUIRED BY THE ACTS OF CONGRESS OF AUGUST 24, 1912, AND MARCH 3, 1933

Of The COIN MACHINE REVIEW published monthly at Los Angeles, California for October 1, 1946.

STATE OF CALIFORNIA  
COUNTY OF LOS ANGELES

ss. Before me, a notary public in and for the State and county aforesaid, personally appeared Paul W. Blackford, who, having been duly sworn according to law, deposes and says that he is the publisher of the COIN MACHINE REVIEW and that the following is, to the best of his knowledge and belief, a true statement of the ownership, management (and if a daily paper, the circulation), etc., of the aforesaid publication for the date shown in the above caption, required by the Act of August 24, 1912, as amended by the Act of March 3, 1933, embodied in section 537, Postal Laws and Regulations, printed on the reverse of this form, to wit:

1. That the names and addresses of the publisher, editor, managing editor, and business managers are: Publisher—Paul W. Blackford, 1115 Venice Blvd., Los Angeles 15. Editor—Paul W. Blackford, 1115 Venice Blvd., Los Angeles 15.

2. That the owner is: (If owned by a corporation, its name and address must be stated and also immediately thereunder the names and addresses of stockholders owning or holding one per cent or more of total amount of stock. If not owned by a corporation, the names and addresses of the individual owners must be given. If owned by a firm, company, or other unincorporated concern, its name and address, as well as those of each individual member, must be given.)

Paul W. Blackford, 1115 Venice Blvd., Los Angeles 15.

3. That the known bondholders, mortgagees, and other security holders owning or holding 1 per cent or more of total amount of bonds, mortgages, or other securities are: (If there are none, so state.)

None.

4. That the two paragraphs next above, giving the names of the owners, stockholders, and security holders, if any, contain not only the list of stockholders and security holders as they appear upon the books of the company but also, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting, is given; also that the said two paragraphs contain statements embracing affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner; and this affiant has no reason to believe that any other person, association, or corporation has any interest direct or indirect in the said stock, or other securities than as so stated by him.

5. That the average number of copies of each issue of this publication sold or distributed, through the mails or otherwise, to paid subscribers during the twelve months preceding the date shown above is (This information is required from publishers of daily, weekly, semi-weekly and tri-weekly publications only.)

PAUL W. BLACKFORD,  
(Signature of editor, publisher,  
business manager, or owner.)

Sworn to and subscribed before me this 25th day of September, 1946.

(SEAL)

JENNER S. WILSON,  
Notary Public.

(My commission expires March 22, 1949.)

## Mercury Products Expand

DETROIT—Mercury Products Co. has purchased a new plant on the northeastern suburb of Hamtramck. The new site contains 30,000 square feet of floor space and is expected to be in operation in less than a month.

The firm specializes in penny-operated machines.

## OPERATOR'S FRIEND OIL

THAT REALLY LUBRICATES  
Can't gum. Especially for Coin Machines. A few drops will save many service calls.

1 OZ. BOTTLE 49c

— SEE —

PAUL A. LAYMON  
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# Trade Talk

by  
**PAUL W. BLACKFORD**

On Page 19 of this issue is the first announcement of a new copyrighted publication THE REVIEW will publish annually from now on. To be known as "The Source Book of the Coin Machine Industry" this new publication will become one of the most important and valuable periodicals in the entire Industry . . . a veritable gold mine of authentic, accurate and up-to-date information concerning every branch and phase of the Coin Machine field.

A tremendous editorial program has been in preparation for the past two years on THE SOURCE BOOK and for the past ten months two editors have been busy at work compiling the vast amount of data the first edition will contain. As successive annuals make their appearance more and more factual information and services will be added until within a five year period it is expected the yearly issues will exceed 600 pages and represent, in one complete edition, all of the important and valuable information available concerning the Coin Machine Industry.

Twenty-five thousand copies of the first issue will be published; paper has already been reserved; and the first issue will be circulated before the close of the year.

We suggest you turn now to page 19 and read the announcement. If you are a jobber, distributor or manufacturer—consider the advertising value offered by this annual. At a very moderate cost your advertising will work for you for twelve full months on 25,000 fronts.

\* \* \*

In recent weeks there has been considerable talk—and considerable condemnation—of some manufacturers who have seen fit to appoint distributors the country over and then concentrate distribution on those nearest their plants so as to provide for a quick and rapid turnover.

In fact, so prevalent has the practice become in respect to certain lines of ven-

dors, that the whole affair is about to boomerang in the faces of the guilty and deprive them of future business when manufacturing is on an even keel again. The seed of discontent has been sown and the jobbers and distributors who have felt the brunt of this discrimination have wasted no time in interesting new manufacturers in our Industry and some surprising ideas are on planning boards.

Some manufacturers seem to feel that they can coyly slip a goodly portion of their production into the lap of a jobber or distributor near the plant without the rest of the nation hearing about it. Don't you believe it! There's still a "Ladies Social Circle" in this business and rumors and gossip travel faster than the telegraph from coast to coast. A lot of these evils can be corrected NOW before additional damage is done. If you are guilty of such practices, isn't it better now to put your house and practices in order, than to rent the house out to someone else later? Think it over, and if you want more pertinent dope on the matter, a letter will bring additional data.

## Miss. Coin Tax Receipts Up

JACKSON, Miss.—This state's September intake, \$7,452, showed an increase of \$1,946 over the same month last year.

# This is IT!

A New Sensational

## DAVAL Counter Game

"Free Play"

...with a

### FREE PLAY Feature!



Like a Pin Ball Game, pays out only Free Plays.

Accumulated Free Plays can be played off or cancelled & registered on inside.

This New All Mechanical, Precision Built Daval Counter Game will make you the biggest, quickest, profits on the smallest investment in the entire Coin Machine Field.

PRICE  
**\$75.00**  
F. O. B. CHICAGO

*Don't Wait! Don't Delay! Order Today!*

**DAVAL** PRODUCTS CORPORATION  
1512 N. FREMONT ST. • CHICAGO 22

**Now Delivering**  
The NEW A. B. T.  
**CHALLENGER**  
1c and 5c Play



The most popular Skill Counter Game ever made. For every location. Players can't resist shooting Army type pistols. They challenge each other to constant play and they bring you enormous returns.

**\$65.00 each**

Lots of 25.....	\$60.00
Lots of 50.....	\$55.00
Lots of 100.....	\$50.00

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COIN  
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# What's Going on? in the UNITED STATES

## New York

We had occasion to visit the 38th National Business Show during its stay at Grand Central Palace and found occasion to marvel at the world of new gadgets designed to make U. S. business more business-like. One of the gadgets took our eye at once—an electric typewriter with three feathers (and they weren't rigged, either—honest!) doing the typing. That was fine until we got to another typewriter that was sitting all by itself typing away faster than you can say "Boo." Then we got to some of the really complicated stuff—machines that will multiply  $2965873 \times 10466519$  in a split second, and gadgets like that, and it struck us at once that if only he could cater to a trade made up of mechanically-minded males he could do a whirlwind business with a coin chute on some of these things. Most men who haven't seen 'em in action would drop quite a number of nickels to see how they work.

AMI's vice-president DeWitt Eaton made the New York papers with a story dated Chicago wherein he said a nickel wasn't enough, in these times, for coin-trolled music. "What this country needs is a good 10-cent juke box," he declared. "The cost of making, operating and servicing juke boxes has gone up like everything else. Unless operators get out of the groove and charge 10 cents they're going to lose their shirts." Sad news for the teen-ager . . . or for pop, if he has to fork over the kids' allowance.

However that may be, there's an encouraging (for the public) report from Statler Distributors, Inc. This firm has

(See NEW YORK, Page 18)

## Boston

With more equipment being produced, resulting in a consequent greater revenue for operators, the vending machine industry in New England is, in some respects even in a better position than that of a month ago. The increase in prices of candy and chewing gum, however, is upsetting to the divisions of the industry handling this merchandise. Due to the trucking strike, transportation difficulties between New York and Boston prevent quick delivery. While in a normal situation, equipment could be delivered over night by truck, now two weeks is required by freight.

The World Series was a magnet for a number of operators in distant cities. They were guests of distributors, who had done their utmost to secure tickets for the baseball games. While here, they naturally combined business with pleasure, looking over machines. Among the hosts was Ed Ravreby, of Associated Amusements, Inc., who entertained visitors from New York, Cincinnati and Chicago.

The Membership Drive of NAMA in Region 1 progressed in volume and speed under the chairmanship of Edward E. Adams, of Mills Automatic Merchandising Corp. New England was tops during the drive, but it was expected that the final figures would be announced at the Convention at Chicago.

Edward M. Ravreby, chairman of the Automatic Coin Machine Vendors section for the Greater Boston Drive of the Salvation Army for \$1,000,000, as previously announced, has David S. Bond, of Trimount

(See BOSTON, Page 20)

## Baltimore

There have been some very interesting developments in the tax picture during the month, a full report of which appeared in the last issue of THE REVIEW. Readers will recall that C. Markland Kelly, president of the City Council, announced that he would advocate a tax on pinball machines and similar devices when the Council reconvened. Since then, of course, local coinmen have been keeping their eyes on the papers for future happenings. We are happy to report that things are looking up. Here are a few of the factors that have helped brush away the gloom:

1. Kelly has not come forth with his proposal, although the Council is now back in session.

2. The Board of Estimates has already slashed over \$1,500,000 from the \$74,454,445 aggregate of 1947 general fund budget requests of various city departments. At subsequent meetings, the Estimates boys hope to cut out an additional half million, with further reductions in prospect. The immensity of this budget request—more than \$14,000,000 in excess of 1946 appropriations was what prompted people

(See BALTIMORE, Page 47)

## St. Louis

Just as operators in general felt that "things were opening up" distributors began reporting slow deliveries and shipments again—and thus many location owners who promised new phonographs and pin games by October 1 are still struggling with the old equipment.

The first "completely air-conditioned" coin machine office in St. Louis opened up in early October, when veteran operator Lou Morris moved into his new quarters at 3001 Olive St. Lou put thirty years of experience into laying out his new offices, which include modern repair shops, separate display rooms for Gottlieb and Genco products distributed by the firm. "It's time I got down in the center of things," Lou reports—after many years in a comparatively isolated location on Manchester Ave.

The weird situation in the National League, which saw both the Dodgers and the St. Louis Cardinals "back into a tie,"

(See ST. LOUIS, Page 21)

## WE TAKE THE GAMBLE WHEN YOU BUY FROM US!

Any Machine We Sell Is Guaranteed to Satisfy or the Shipment Can Be Returned Within Five Days After Delivery for Full Cash Refund of Purchase Price Less the Transportation charges.

### GET OUR PRICES

MILLS GOLD CHROME BELLS	MILLS CHERRY BELLS
MILLS SILVER CHROME BELLS	MILLS BONUS BELLS
MILLS BROWN FRONT BELLS	MILLS MELON BELLS
MILLS BLUE FRONT BELLS	MILLS CLUB CONSOLES
BAKERS PACERS	

### ALL MODELS — ALL COIN PLAYS

We Specialize in Rebuilding Mills Slots and Paces Races

SEE US FOR PACES RACES — Service and Supplies

## BAKER NOVELTY CO.

1700 WASHINGTON BLVD., CHICAGO 12, ILL.

## WANTED

### TO BUY FOR CASH

Chester Pollard  
Football Games .....\$75.00  
Chester Pollard  
Golf Machines..... 20.00

Need not be in working condition  
but must have all parts.

### IDEAL NOVELTY COMPANY

Phone, Franklin 5544  
2823 Locust St. St. Louis 3, Mo.

COIN  
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1946



## Cincinnati

Demonstrating how none of us are self-sufficient, the beer shortage here put a crimp in operator collections. However, with taverns now being plentifully supplied, the coin machine men are enjoying a brisk business, they happily report.

The story of the elevation of Vincent Riggio to the head of American Tobacco and the Hit Parade was more than just a news item to Maurice Levitch, president of the Hamilton County Cigarette Vending Machine Assn. and director of NAMA. The man who, in typical Alger style, rose from being a New York barber, turned out to be the Man Who Came To Dinner with Levitch at the Cuvier Press Club here, just a few weeks ago. American's state representative and assistant sales manager rounded out the dining foursome.

John Keller of Western Vending Machine has just returned from a pleasurable vacation in Michigan.

Cincinnati was well represented by operators at the Congress Hotel in Chicago for the NAMA convention in the persons of Joseph Zaperstein, Ted Schwartz, Mr. and Mrs. Eugene Greenwald, Mr. and Mrs. Earl Greenwald, Mr. and Mrs. Maurice Levitch and several others.

Cigvender operators report all brands are available in adequate quantities, with the exception of Camels, which are still being rationed to dealers.

Who is the best friend of the operator, next to the man who drops nickels in slots? Answer, his mechanic. Which brings up the

(See CINCINNATI, Page 50)

## Houston

Newest distributing concern in the city is Horton and Williams with offices on South Main St. Harold Horton and Bill Williams are owners with Al Durham as traveling sales representative. The firm handles a complete line of Packard products, some Evans equipment, and has complete service and parts for most amusement games. Horton, Williams and Durham are all well-known coinmen. Durham was manager of a major wholesale record firm and later traveled for a local distributing company. Williams was long connected with a large distributing firm here. Horton was for many years co-owner of Stelle and Horton, one of the pioneer coin machine distributing companies in South Texas.

A comparatively new and rapidly growing operating concern is Wallace Music Co. of La Porte. Charles H. Wallace is owner with Paul A. Norris head of the service department. La Porte, a noted pleasure resort town, is located on Galveston bay twenty-five miles from Houston. One location that Wallace is justly proud

(See HOUSTON, Page 50)

**GAMES, CONSOLE  
SLOT & VEST POCKET  
REPAIRING and  
REFINISHING**

**All Work Guaranteed**

*Bring 'Em In!*

— SEE —

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## Kansas City

Distribution of coin machines has held to a reasonably stable level, the volume held down by lack of any appreciable increase in amusement projects. One of the retarding forces in the economic picture among the trade here is the increasing higher cost of servicing. Then the "new" nickels, the slick ones and the like, contribute to a heavier use of aspirin by the service men. Some dealers are worrying also because of the tendency on the part of the manufacturers of cigarettes to up prices. This has virtually relegated the units built to deliver a pack for fifteen cents to the ash heap. The present vendors with slots only for twenty cents will become a major obsolescence factor if cigarettes should have to sell for over twenty cents in the future. Surely manufacturers are aware of the situation and soon there will be arriving machines with slots for twenty cents and a quarter.

With the coming of cold weather marking a seasonal decline in patronage at retail stores, there seems to be little chance of the headache easing off. However, one mitigating factor is that operators in suburban areas are buying readily and in some cases heavily.

Clyde Glandon and James F. Porter opened their second Launderette September 30th. Glandon has a little plus in his make-up. He's a lawyer, an operator, and evidently a good advertising man. Here are some good lines out of his advertising: "We furnish that hard-to-get soap FREE." "Relax or shop for the next thirty minutes while the Magic Bendix automatically washes your clothes, rinses them three times and spins them damp-dry." "Take clothes home with both you and the wash as fresh as a daisy." "You never get your hands wet." To put the punch into their ad, "FREE. This Coupon Good for one 25c Bendix Wash." Nice going, boys. Glandon and Porter have their third Launderette under construction at Sunflower Village, Eudora, Kansas. All this since last July!

Mildred Nelson reported for United Amusement Co., that she has a new assist-

ant, Rosemary McKinnan. Also that C. D. Liggett, St. Joseph operator, R. C. Lykke route man in Salina and M. Y. Blum with United Distributors in Wichita were recent callers. Blum left Kansas City as did Miss Nelson's boss, Zor Gershon, to visit the factories in Chicago.

Harry Silverburg said that his W-B Music Co. was in the midst of remodeling, a feature of which is an attractive canopy wired with indirect lighting which will send a glow of glamour down on his display room. N. E. Vance, Salina operator, while in town recently took on W-B's entire line—Seeburg, Gottlieb, etc., in order to launch his new enterprise. Harold Oswald and Ed Kopine of the O. K. Sales Co., Boonville, were highly complimented by Silverburg for the fine, outstanding progress they are making.

Gordon Talmadge, Fairview Distributing Co., told of Ed Gaffney, Solotone field service representative, calling. Also A. McLaughlin, Abilene operator.

Dave Cooper, Advance Music Co., reports Bill Shankman representing the firm in the sales department. M. E. England, Purdy operator, has taken on the Aireon line. While in Springfield, Mo., Cooper visited Red Bowles who has also taken on the Aireon line and is making good progress. Pete Rigdon, regional Aireon representative, is in the hospital.

Mildred Wade, live-wire manager for Harry J. Brown's music company, has just returned from Minneapolis where she met John Bogart and Larry Abbey of the Disc and Needles Shop. "Those two boys are going places. They've been flying for fifteen years and I believe they're going to fly high with their record shop. Say, St. Paul is wide open for a live wire operator. I also met Fred Gates, Gates Records, and he's another operator who's on the beam. I attended the Capitol Record dealers meet which reminds me that Roy Marchbanks has been promoted by Capitol to district superintendent at Atlanta and has been succeeded here by Joe Gleason as branch manager."

The R. E. Gilbert Amusement Co., re-

(See KANSAS CITY, Page 49)

COIN  
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**EVANS**

*Symbol of Superiority*

**in**

**CONSOLES**

**H. C. EVANS & CO.**

**1520-1530 W. ADAMS STREET • CHICAGO 7, ILLINOIS**



## NEW YORK

(Continued from Page 16)

opened up most of the nation's major cities in the past six months with units that vend cookie and cracker sandwiches. Operators are getting all the merchandise they need from Sunshine Bakers distributors—and the packages still sell for a nickel.

Vance B. Horne, former Navy lieutenant commander, of Edmond, Oklahoma, is typical of the new group of Statler operators. Complying with an official U. S. Army request for installation of food vendors of this sort in spots where GI's and ex-GI's are studying, he has placed some of his machines in GI dormitories at the University of Oklahoma. His fourth large shipment of the vendors is now en route to him.

Midland Distributors, Philadelphia, is following much the same pattern; they've put Statler machines into the Philadelphia Naval District buildings. Other operating firms more or less newly associated with Statler equipment include R. W. Schidler's Southwest Distributors, Long Beach, Calif.; Concessionaire, Inc., which started a Kansas City operation with 200 vendors; San Diego Vending Service, National City, Calif.; and Pacific Distributors, Honolulu.

The forthcoming NAMA Convention in Chicago is getting a lot of attention from eastern automatic merchandisers. Lev Chambers of Peerless Weighing and Vending, Long Island City, recently spent a week in the Windy City in preparatory work on the affair.

Dick Gluck has just returned to the Rowe Mfg. Co. plant from a goodwill tour of the New England states during which he checked on conditions and met a majority of the cigarette operators in the area. He reports a general optimism for

1947, with operators expecting new equipment deliveries during that time for replacement of older units on their better locations and for general expansion. He cites Doris Lubarsky of Quincy, Mass. as an outstanding example of a woman cigarette operator.

Rowe, incidentally, has completed its new plant at Whippany, N. J. Covering 50 acres and thus allowing ample space for expansion, present construction provides 125,000 square feet of working space. Current efforts are devoted to production of vendors now familiar to operators in order to do the utmost possible to give each merchandiser at least his minimum replacement requirements. Rowe's engineering and research department is working on other merchandising equipment, however, for production when immediate demands have become a little less pressing. Date for official opening of the Whippany plant has not yet been announced.

Other news of merchandising men: Tom Colo, United Cigarette Service, has branched out and is now doing a jobbing business in the Bronx. Sid Bruck, Long Island Tobacco Co., recently bought his own building in Flushing and is happily occupying it. Jack Blum, Cigarette Service Co., Cooper Square, Manhattan, is expanding his operation with *Crusaders*. Harry Kolodney, general manager of Modern Cigarette Service, Port Chester, N. Y., is rendering valuable assistance to Sam Yolan, who in turn is devoting more of his time to the jobbing business—when he isn't too busy sailing his cabin cruiser.

And from other parts of the country there have drifted into New York the following personal notes: Rudy Hoffsteter, Columbus, Ohio, was host to tobacco dealers and operators when the Ohio State convention convened in his home town

October 19. Sidney Kronenberg, Alamat Co., Birmingham, Ala., is expanding his route beyond his home territory to take in a part of the Tennessee Valley. Herman Saxon, Charlotte, N. C., who heads NAMA's southern regional council executive committee, has been extremely active in legislative matters in North and South Carolina. Boyd Wiley and Claude Haynes are reported apparently rapidly on their way to becoming leading operators in Dallas. Al Sharenow, Medford Cigarette Service, Boston, is utilizing new quarters to handle all maintenance work; he now has complete shop facilities. Aaron Goldman of G. B. Macke Co., Washington, D. C. is now running all the vending machines in the still-fabulous Pentagon Building.

Spotted visiting the east: Horace Skelton, one of the oldest operators in the cigarette business. The dean of cigarette men, he has been a Californian for 44 years, but tore himself away from Los Angeles long enough to see New York and visit his old home-state of Maine.

On the music front: Allied Electronics, makers of *Ultravox*, have opened a new plant at 50 Dean St., Brooklyn. The 8000 square feet of the premises are devoted entirely to production of a complete line of equipment for personalized music, including studio equipment, location amplifiers and control devices. One of the significant features of the location amplifiers is a system whereby the volume level is maintained automatically, whether the original recording used is loud or soft. Solotone is operating several hundred *Ultravox* units in the New York area, and additional units are in operation on location tests in Baltimore. Allied Electronics officials believe, however, that the past two years, spent entirely in development work, have paid off in elimination of all bugs.

Fred Maisch looks back to 1908 for his first day as a recording engineer at the Victor Record Co. And, according to a recent newspaper story, he thinks they've come a long way. They've come so far, in fact, that early in October the Camden plant pressed its billionth record, a special recording of Sousa's "Stars and Stripes Forever" and "Semper Fidelis" played by the Boston Symphony, first orchestra to make a Victor record. This billionth platter will be plated in 24 karat gold and presented to the United States Marine Corps. All of which is doubtless reason enough for a newspaper feature story. Interesting point of it, though, is that he credited the "juke box"—along with radio and the talking picture—with jumping sales, when everyone predicted it meant the end of records. Any music operator could have told him that. Now, at least.

\* \* \*

Friend—Joe, how do you expect to accomplish anything with three good-looking stenographers in your office?

Joe—By giving two of them a day off.

### IMMEDIATE SHIPMENT - - ALL BRAND NEW FACTORY RELEASES

ACE COIN COUNTER  
A B T CHALLENGERS  
ATOMIC BOMBER  
BALLY DRAW BELL 5¢ COMB  
BALLY DRAW BELL 25¢ COMB  
DAVAL'S GUSHER JP & BONUS  
BALLY BIG LEAGUE  
EXHIBIT'S FAST BALL  
WILLIAMS DYNAMITE  
MARVEL'S OPPORTUNITY  
50¢ PACE DELUXE BELL  
GENCO'S WHIZZ  
DAVAL'S "FREE PLAY", Latest Counter Game

CHICAGO COIN'S SPELLBOUND  
GOTTLIEB SUPERLINER  
CHICAGO COIN'S GOALEE  
GENCO'S TOTAL ROLL  
AMUSEMATIC LITE LEAGUE  
GOTT. 3 WAY GRIPPERS  
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MILLS VEST POCKETS  
RED BALL  
1.00 PACE DELUXE BELL  
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NEW SUPER DELUXE JENNINGS LITE UPS 5¢-10¢-25¢  
NEW JENNINGS STANDARDS & BLACKHAWKS 5¢-10¢-25¢  
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Evans Bangtails JP 5¢ Late	345.00	Sport Kings P.O.	195.00
Evans Dominos JP 5¢ Late	345.00	War Admiral P.O.	145.00
Keeney Super Bell 5¢ Comb.	225.00	Club Trophy F.P.	225.00
Keeney Super Bell Tw. 5 & 5	395.00	Blue Grass F.P.	150.00
Keeney Super Bell Tw. Comb 5 & 25	495.00	41 Derby F.P.	275.00
Keeney 4 Way Super Bell 3/5 & 25	545.00	Sport Special	150.00
Mills 3 Bells	795.00	Longacres F.P.	375.00
Mills 4 Bells	395.00	Thorobreds F.P.	375.00
Jumbo Parades 5¢ P.O.	139.50	Mills 1-2-3 Late F.P.	99.50

### SPECIALS

Jumbo Parade 5¢ F.P.	\$109.50	Mills used Blue & Gold Vest Pockets 5¢	\$39.50
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Jennings Silvermoon 25¢ F.P.	139.50	New Mills 4 Bell cabinets	27.50

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COIN  
MACHINE  
REVIEW

18

FOR  
NOVEMBER  
1946



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PUBLISHED IN RESPONSE TO THE

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## CONTENTS

**MASTER INDEX OF MANUFACTURERS.** Will contain alphabetical list, with addresses, of all known coin machine manufacturers.

**SOURCE FILE.** Under each type of equipment or supply will be listed the manufacturers and suppliers of such products.

**REGISTERED TRADE MARKS, COPYRIGHTS, ETC.** Will provide instant reference for buyers who know products by trade name only.

**INDEX TO JOBBERS AND DISTRIBUTORS.** Will list hundreds of jobbers and distributors, with complete names and street addresses, together with the type of equipment offered by each.

**TRADE ASSOCIATIONS.** All recognized trade associations in the Industry will be listed with names of directors, officers, and addresses.

## The COIN MACHINE REVIEW

35 E. Wacker Dr.,  
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1115 VENICE BLVD.,  
LOS ANGELES 15  
Fitzroy 8269

441 Lexington Ave.,  
NEW YORK 17  
Murray Hill 2-5589



# BOSTON (Continued from Page 16)

Coin Machine Co., as co-chairman. This is the first time in history that the coin machine business has been recognized as a separate industry. Others on the committee include Edward E. Adams; James H. O'Neil, Automatic Canteen; and Samuel Goran, Metro Auto Sales. Dave Bond and Ed Ravreby were guests of the Salvation Army at a recent "kickoff" and luncheon at the Boston City Club.

Recent guests at Associated Amusements' showroom were A. S. Douglass, Daval Mfg. Co., Chicago; and Jack Garliner, Buffalo.

Walter R. Sorensen, New England sales representative for Atlas Distributors, has just completed a tour of that area, and finds the operators a little more optimistic. They are becoming sound conscious and as a result are discovering that the revenue is increasing considerably.

"Production on Seeburg phonographs has increased so that we are able," says Sorensen, "to cope with the great demand for this equipment."

Recent visitors at the showrooms of Atlas Distributors were Robert Peno, Greenfield; Saul Taube, Manchester Music Co., Manchester; and Leon Greenwood, Baldwinsville.

Dave Bond, of Trimount Coin, keeps his employees in a happy state of mind by the novel things he does for them. He is running a bowling tournament offering prizes to the employee with the best 30-string total and also for the best high string. The employees bowl every Tuesday evening. Dave hit on a novel idea, giving away two tickets to the World Series to the winner of a drawing among his help. Interest was feverishly high.

Ben D. Palastrant, Eastern sales manager of Aireon phonographs, recently returned from a trip to Philadelphia, Baltimore and Washington. He also attended the New York Operators Assn. Banquet at the Waldorf-Astoria.

A meeting of Eastern Aireon distributors was recently held at the Edison Hotel, New York, with Ben Palastrant presiding. He

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EX 2458

is understood to have talked over things generally in connection with the business and also told of new items to be produced. Methods of speeding up deliveries were proposed. Regular sales meetings of Aireon distributors in the Eastern area will be held regularly. Palastrant feels that distributors, as well as operators, should get together regularly, in order to exchange views and help each other in attaining the greatest possible profits.

The Greene Distributing Co. has been approved in the job training of ex-GIs in the service field of the coin machine industry.

Recent visitors at Greene Distributing Co. were: Tony Russo, Pioneer Music Co., Greenfield; Dave Baker, Melotone Music, Boston; Louis Zallen, Lewiston; Benjamin Penn, Penn Music Co., Revere; Gus Billaudeau, Phonograph Music Co., Woonsocket; Edgar Dagesse, Woonsocket; and John Deignan, Mid-State Music Co., Worcester.

Bert Klapper, Inc., formerly at Revere, is now located in Boston. Sidney Richman is a new salesman covering New England. The Klapper concern handles all types of vending machines.

Recent visitors to Bert Klapper, Inc., were: Joe Kaplan, Waltham; Henry Reilly, Reilly Sales, Springfield; and Sam Court, Berlin.

Harry Poole, promotion head of Associated Amusements, Inc., reports good response on the Solotone Music System. New England operators have analyzed their locations for this wired individual system and are busy making conversions.

Thomas Cosgrove, Rockland, is adding to his pin ball route.

Ed Blanchard, Webster, came to Boston recently on a buying trip.

Jim Woodward, operations manager of Duplex, a subsidiary of the Apex Coin Machine Co., had been working so hard that he took two days off and is now feeling much better.

The King Distributing Corp., is getting more machines in all types of new games, consoles and slots. "We still have orders in advance for whatever equipment we have available."

Machine men should be on the lookout for a young man by the name of Russell Helm. This man is about 6 feet, 1 or 2 inches, tan complexion, brown hair, and may go under an alias. He is alleged to be a very smooth "con" man, having designs on appliance and coin machine men. He claims to be from Wisconsin. A skilled mechanic, he obtains employment at an establishment. Stating that he is in close touch with manufacturers, he allegedly obtains money from employers with which to buy parts. Then he leaves and doesn't come back.

C. Frederic Wellington

## Coin Chatter From The British Empire

LONDON—Arcades are the top profit pullers in England, South Africa and Australia. During the war, with equipment shipments from the United States nonexistent, Britishers invented counter games to stimulate play. . . . In Sydney, Australia, the demand for music was so great that many locations were satisfied with the machine's drawing power and didn't care about commissions. The better spots received from 10 to 20 per cent.

Ingenuity also alleviated the parts shortage, as improvisation and adaptation ran rampant. . . . Phono needles cost as much as six dollars each. . . . Records were also scarce. Some operators purchased platters sent to overseas G.I.'s.

## Detroit Coinmen Move

DETROIT—George Skinas has severed partnership with Star Music in favor of operating under his own banner at 1665 Leslie Ave.

Mentor Chemicals, vending machine supply company, has moved headquarters from 3034 East Canfield to 2939 McGraw.

Theodore Polemiadis, cigarette vender, is doing business at 2210 West Warren Ave. on rationed time. When his lease expires in several months, he plans to transfer to a new location.

## Automatic Coin Delivers Them While They're "Hot"!

### NEW COUNTER GAMES

Daval's "FREE PLAY"	\$ 75.00
Genco's WHIZZ, Free Play with stand.	189.50
ABT CHALLENGER	65.00
Gottlieb GRIP SCALE	39.50
Mills VEST POCKET BELL	74.50

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MILLS 5¢ Blue Front	\$134.50	MILLS 5¢ Silver Chrome Handload	\$189.50
10¢ Blue Front	144.50	25¢ Silver Chrome Handload	199.50
25¢ Blue Front	154.50	5¢ Black Handload	159.50
5¢ Brown Front	144.50	5¢ Bonus Bell	169.50
10¢ Brown Front	154.50	5¢ Q.T., late model	79.50
25¢ Brown Front	164.50	5¢ Vest Pocket Bell	44.50
5¢ Glitter Gold Chrome	164.50	JENNINGS 1-Star Chief, 5¢	79.50
10¢ Glitter Gold Chrome	174.50	5¢ 4-Star Chief	99.50
25¢ Glitter Gold Chrome	184.50	10¢ 4-Star Chief	109.50
5¢ Silver Chrome	164.50	5¢ Club Deluxe	119.50
10¢ Silver Chrome	174.50	5¢ Silver Chief	119.50
25¢ Silver Chrome	184.50	10¢ Silver Club	129.50
5¢ Copper Chrome	164.50	5¢ Sky Chief	119.50
10¢ Copper Chrome	174.50	PAGE 5¢ Comet	69.50
25¢ Copper Chrome	184.50	10¢ Kitty	89.50
		WATLING Rotatop, 10¢	89.50

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### CONSOLES

Mills 5¢ F.P. Jumbo	\$ 94.50
Jennings 5¢ Silver Moon, Totalizer	94.50
Bally Club Bell, Combination F.P. & P.O.	199.50
Evans Black Galloping Dominos	89.50
Evans 1940 Galloping Dominos, J.P.	159.50

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## ST. LOUIS (Continued from Page 16)

has been highly beneficial for local ops, the Missouri Amusement Assn. reports. Crowds of out-of-town visitors, determined to see the first play-off game in lieu of a problematical World's Series, poured into taverns, restaurants, etc., and raised the nickel intake to a new high during what ordinarily is a "doldrums" period. Operators quick to capitalize on the crowds worked into the wee small hours getting bulky equipment into use.

After a committee meeting, the Missouri Amusement Assn. announced that thirty rooms have been secured in Chicago for the Chicago Coin Machine Show—something of a feat in view of the generally overloaded hotel facilities there. Distributors have been tapped for \$50 apiece to maintain a "St. Louis Room" at the gala get-together, with refreshments and directory facilities for every member. Operators who have long missed the February event will be there with bells on, according to Abe Jeffers of the Committee.

Two stalwarts of Ideal Novelty Co., Phillip Szymorek and George Steel, were involved in a freak accident during the month past. At high speed on a country road, Szymorek collided with an unlighted hayrack on the road, which demolished both the automobile and the wagon, sent the horse to join its ancestors, and put both Ideal men into an ambulance. At this writing, Szymorek is still hors de combat, while Steel has returned to the job.

The supposed clarification of "front money" and location percentage payments which was anticipated to occur at the September meeting of the Missouri Amusement Assn. didn't quite come off—as the solons of the organization refused to make any definite commitment. While it is true that operators are struggling along with a 5-cent intake where costs are getting into astronomical classifications, president Lou Morris of the Association believes that it would be difficult to establish more than the present \$5 a week front money stipulation, or to change current location splits without much friction. The lack of new phonographs and pin games, plus other considerations, no doubt influenced this decision. Therefore, this intensely interesting measure was tabled for the next winter meeting, when it is hoped sufficient equipment will be on hand for operators to figure their costs more accurately.

One important decision was announced, however, when Dewey Godfrey, "legal eagle" of the Missouri Amusement Assn. announced that one-balls have been kept out of the gambling device classifications and will be taxed at the rate of \$10 per year. Many operators who had hesitated to place one-balls in likely spots, or who

have held their operation in abeyance while waiting for such a decision, rushed their machines out on location. Dewey, incidentally, made a dozen trips to Washington before a final decision could be obtained. Meanwhile, the matter hung fire over seven months.

Following the meeting, which included plans for the Chicago Convention, etc., the boys fell to with a bit of poker, refreshments and informal discussions. The meeting was pronounced so successful by its members that an early return to the monthly get-togethers of the past is contemplated. Carl Trippe of Ideal Novelty Co., has announced the sale of his south-central Missouri route to Noel Read. Noel, recently discharged from the Army, will operate in Springfield, Mansfield, and surrounding communities. Prior to the pur-

chase, Read sold his former route in Joplin to Henry Schaefer and C. E. Conroy, likewise discharged veterans.

Operators who took late-season vacations include Al Haneklau, Forest Wilson, Ed Randolph, John LaBan, Bill Dillon, and Milton Edle. Al Haneklau is sporting a deep dark tan which was acquired from a sudden disappearance last month. The boys are betting he spent his vacation in Florida's sunny climes.

The first St. Louis Launderette opened up on McPherson Ave. October 1, and has been jammed to capacity ever since.

Robert Latimer

\* \* \*

It's okay for a man to have a head on his shoulders as long as it isn't a different girl each night.

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KEENEY SUPER BELL, 10c, F.P., P.O.	269.50
KEENEY SUPER BELL TWIN, 5c-5c, F.P., P.O.	475.00
KEENEY SUPER BELL TWIN, 5c-5c, P.O.	325.00
KEENEY SUPER 4-WAY, 5c-5c-25c-25c	595.00
KEENEY SUPER BELLS, 25c-25c-25c-25c	595.00
KEENEY SUPER BELL, 25c, F.P., P.O.	269.00
KEENEY SUPER TWIN, 5-25c, P.O.	350.00
KEENEY SUPER 4-WAY, 5c-5c-5c-25c, P.O.	495.00
KEENEY SUPER 4-WAY, 5c-5c-5c-5c, P.O.	475.00
KEENEY SUPER 4-WAY, 5c-5c-10c-25c	550.00
WATLING BIG GAME, 5c, F.P.	89.50
JENNINGS SILVER MOON, 25c, P.O.	175.00
JENNINGS BOBTAIL, 5c, F.P.	89.50
JENNINGS SILVER MOON, F.P., P.O.	189.50
MILLS THREE BELLS, 5c-10c-5c	695.00
MILLS THREE BELLS, 5c-10c-25c	750.00
MILLS FOUR BELLS, Orig. Heads, 5c-5c-5c-5c	350.00
MILLS FOUR BELLS, Orig. Heads, 5c-5c-5c-25c	395.00
BAKER'S PACERS, Late Daily Double	199.50
BALLY CLUB BELLS, F.P., P.O., 5c	169.50

BALLY CLUB BELLS, F.P., P.O., 25c	\$189.50
BALLY SUN RAYS, F.P., 5c	119.50
BALLY SUN RAYS, F.P., 25c	129.50
PACE REELS, Late Models, 5c, P.O.	89.50
PACE SARATOGAS, Late Models, 5c, P.O.	89.50
JENNINGS FAST TIME, P.O.	69.50
MILLS FOUR BELLS, Late Heads, 5c-5c-5c-5c	495.00
MILLS FOUR BELLS, Late Heads, 5c-5c-5c-25c	595.00
EVANS LUCKY LUCRE, 3-5c, 2-25c	199.50
EVANS LUCKY LUCRE, 5c-5c-5c-5c	125.00
PACE TWIN REELS, 5c-10c, P.O.	295.00
BALLY ROLL 'EM, 5c, P.O.	124.50
BALLY HI HAND, 5c, F.P., P.O.	169.50
BALLY HI HANDS, 25c, F.P., P.O.	189.50
PACE REELS, Late Model, 10c	169.50
PACE REELS, Late Model, 25c	189.50
MILLS JUMBO, Late, F.P., P.O.	169.50
MILLS JUMBO, 5c, Late, F.P.	129.50
MILLS JUMBO, 5c, Late, F.P.	119.50
MILLS JUMBO, 5c, Orig. Head	89.50

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WURLITZER MODEL 750E	\$645.00
WURLITZER MODEL 780E	495.00
SEEBURG 8800 NEW ROCK-O-LITE, R.C., E.C.	495.00
WURLITZER MODEL 850	645.00
ROCK-OLA SUPER NEW ROCK-O-LITE	450.00
SEEBURG CLASSIC NEW ROCK-O-LITE	450.00
SEEBURG REGAL NEW ROCK-O-LITE	395.00
ROCK-OLA IMPERIAL NEW ROCK-O-LITE	275.00
ROCK-OLA MODERNE SPEAKER	49.50
MILLS THRONE NEW ROCK-O-LITE	295.00
ROCK-OLA COMMANDO	550.00
ROCK-OLA SPECTRAVOX, Playmaster	395.00
ROCK-OLA PLAYMASTER	350.00
ROCK-OLA STANDARD NEW ROCK-O-LITE	395.00
ROCK-OLA MASTER NEW ROCK-O-LITE	425.00
ROCK-OLA SPECTRAVOX (only)	50.00
WURLITZER MODEL 500	395.00
WURLITZER VICTORY 500	425.00
WURLITZER MODEL 616 NEW ROCK-O-LITE	225.00

## RECONDITIONED SLOTS

BLACK CHERRY BELLS, 5c	\$229.50
BLACK CHERRY BELLS, 10c	234.50
BLACK CHERRY BELLS, 25c	239.50
MILLS BLUE FRONTS, 5c (Refinished)	159.50
MILLS BLUE FRONTS, 10c (Refinished)	179.50
MILLS BLUE FRONTS, 25c (Refinished)	199.50
MILLS GOLD CHROME, 5c	175.00
MILLS GOLD CHROME, 25c	225.00
JENNINGS CHIEF, \$1.00	650.00
MILLS BROWN FRONTS, 25c (Refinished)	199.50
MILLS BROWN FRONTS, 5c (Refinished)	169.50
MILLS EXTRAORDINARY, 10c	169.50
MILLS EXTRAORDINARY, 25c	179.50
NEW MILLS VEST POCKET BELLS	74.50
PACE NEW 50c CHROME	510.00
PACE NEW \$1.00 CHROME	635.00
MILLS VEST POCKET (Refinished)	49.50
NEW BOX SLOT STANDS	24.50

## RECONDITIONED ONE-BALLS

BALLY RECORD TIME	\$119.50
BALLY DARK HORSE	119.50
BALLY LONGACRE (Refinished)	249.50
BALLY THOROBRED (Refinished)	249.50
BALLY PIMLICO (Refinished)	195.00
BALLY '41 DERBY (Refinished)	169.50
BALLY CLUB TROPHY (Refinished)	169.50
KEENEY FORTUNE (Refinished)	169.50
BALLY BLUE GRASS (Refinished)	119.50
BALLY SPORT SPECIAL (Refinished)	100.00
MILLS '41 1-2-3	89.50

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MILLS PANORAM AND SOLO-VUE	\$395.00
ROTARY MERCHANDISERS	225.00
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BALLY DEFENDER	159.50
GENCO TOTAL ROLL	WRITE
AMUSEMATIC LITE LEAGUE	WRITE
NEW GOTTLIEB THREE-WAY GRIPPERS	39.50
NEW A.B.T. CHALLENGER	65.00
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# AUTOMATIC MUSIC

## YES, IT'S TIME FOR A DIME!

### Packard Appoints Two New L. A. Distributors

LOS ANGELES—Two new distributors for Central and Southern California have been announced by W. E. Simmons, western regional sales manager. They are the Jack Gutshall Distributing Co. with offices in Los Angeles and San Diego, and the Nickabob Co. with headquarters in Los Angeles and Fresno. Painters were busy in all three cities last week dressing up the fronts of the various offices with the royal blue Packard Pla-Mor signs.

C. D. Kemp, Denver, formerly with Aireon, has joined Packard as district sales manager covering Colorado, Wyoming, Utah, Southern Idaho and northeastern Nebraska. Herb Klemme, former Aireon service instructor, has joined Packard as western regional service instructor covering the ten western states.

Bill Simmons visited the Rocky Mountain territory in early October and reported sales on Packard equipment at a new high. "Senator Homer E. Capehart, chairman of the Packard board, was covered up with telegrams from all over the country congratulating him on his 7th achievement, the #400 acclaimed as the apex of all former changers engineered by Capehart since his original instrument in 1927," added Simmons.

### Form Two Jobbing Firms

FRANKFORT, Ky.—The Secretary of State has granted charters to C. H. Fleming, M. L. Peace and Robert B. Hensley, who will set up two companies in Louisville: State Sales Corp., vending machines, and Tunette Music Corp.

### Majority of Operators Favor Ten-Cent Play;

### AMI Changes Chutes; Phono Firm Revising Slogan

CHICAGO—The lead-off story in THE REVIEW's October Automatic Music Section—"Is It Time For A Dime?"—proved to be a nitro-laden time bomb whose reverberations echoed and re-echoed throughout the phonograph world.

Music men, burdened with the highest costs in the history of the Industry have been harassed and worried over failure to make a reasonable profit under the 50-50 division of gross and inability to affect percentage adjustments without losing their spots to competitors.

THE REVIEW's timely story stirred up nation-wide comment. Association after association brought the matter up at their meetings; many groups of apprehensive phonomen called special sessions.

Typical is the action taken by the Southern California Automatic Music Operators' Association, successors to the Music Operator's Association of Southern California. Managing Director Jay Bullock read the story to a capacity house.

After completion of the reading, the meeting was opened for members' suggestions. Four courses of action were discussed: (1) Ten cent, three-for-a-quarter play, (2) Taking "top" money off the gross before dividing the proceeds equally, (3) A percentage division of 70-30, (4) Retention of the 50-50 split in certain locations, with the remainder on 70-30 or ten-cent, three-for-25¢.

Tom Catana expressed the latter view-

point in this manner: "Some of my locations, which I've had for six and seven years, and are \$50 to \$60 a week spots, have stuck by me no matter what's happened. I've been giving them 50 per cent. I just can't go in now and tell them it's being cut to 70-30. Besides, on the high gross I can make it all right."

Members finally decided that any locations which operators want to keep on the present 50-50 basis must be recorded with the Association. Whenever the present operator relinquishes those locations, the new man will take over on 70-30 (five-cent play) or on the dime deal. Only those locations listed with the Association are to be given the half-of-gross commission. It was agreed to leave to operators' discretion whether to do business on 70-30 or continue at 50-50 on dime, three-for-a-quarter play for the balance.

Opinion throughout the country generally favored ten-centing but the matter is highly controversial and heated discussions pro and con are being waged even as these words are being read.

Those who think the nickel should remain reason as follows: Changing from five to ten overnight will breed customer ill-will because the public has been accustomed to nickel music for too many years. Play will fall off because the public will hesitate before inserting a dime while

(See TIME FOR DIME. Page 28)

## CALIFORNIA MUSIC OPERATORS ASSOCIATION

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*California Music Operators Association*

*Membership Is Successful*

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**We are interested at all times in hearing from other Associations in the nation and exchanging worthwhile ideas and suggestions with them. Please write.**

**GEORGE A. MILLER, President**

**128 EAST 14TH STREET, OAKLAND 6, CALIFORNIA**



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KITS FOR ALL MAKES OF  
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COIN  
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REVIEW

**25**

FOR  
NOVEMBER  
1946



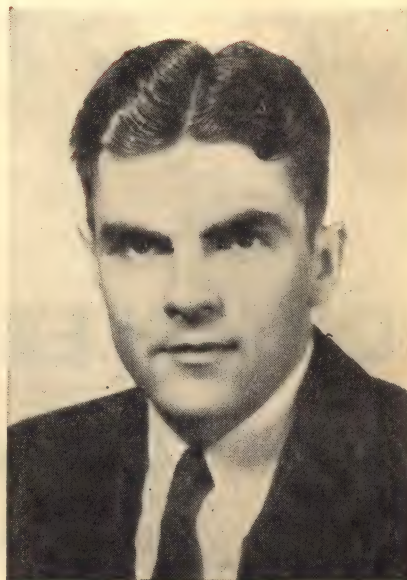
## Introducing — Two New Aireon Co-Distributors

It is with estimable pride we announce the appointment of two of the finest jobbing and distributing organizations in Southern California, to act as co-distributors through the Navarro Distributing Company, on AIREON equipment.

MaPe Music, and Nels Nelson need no introduction to music men. They have been actively identified with the Industry for years and we are proud to have them with us as co-distributors on the AIREON line. You'll find a real Western welcome in either one of their establishments and a brand of service that will please you.

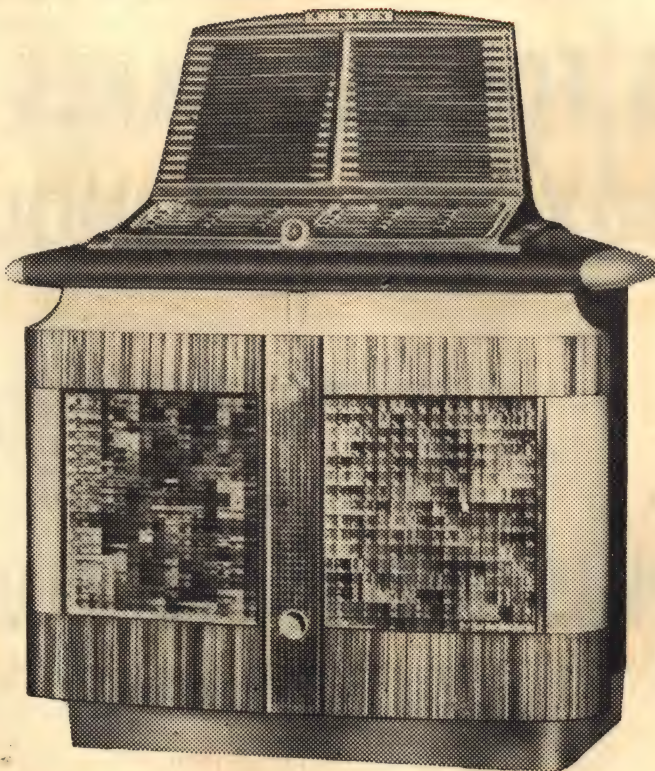
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Operating success for the years ahead is now at your command through the Aireon Electronic Phonograph. Hundreds of operators over the nation acclaim this instrument to be perfection in music reproduction. It is a product of the most modern scientific development, incorporating true fidelity features never before achieved in any type of automatic phonograph.



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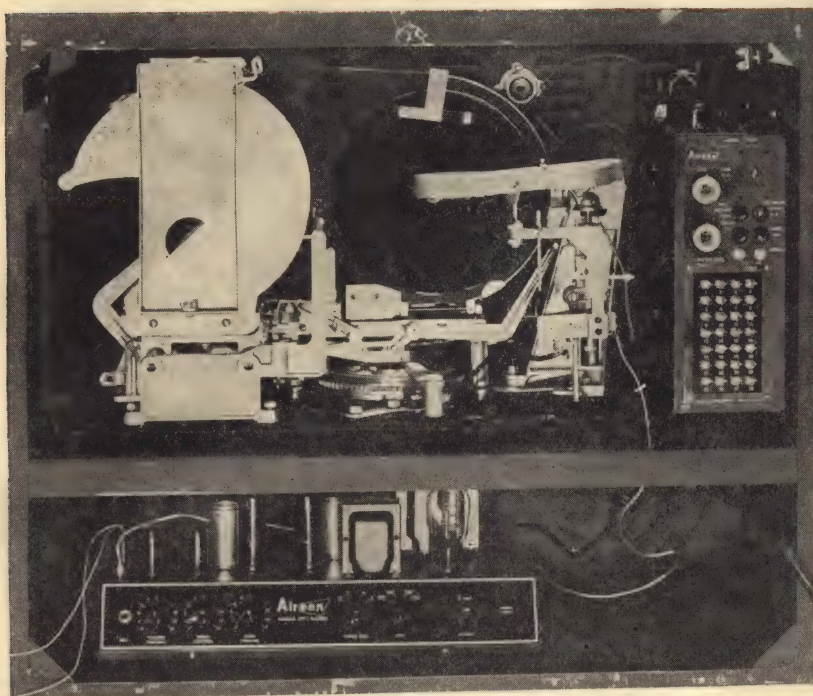
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**FOR THOSE BETTER GRADE  
LOCATIONS**



*The*  
**PHONOGRAPH OF  
TOMORROW  
FOR TODAY'S  
LOCATIONS**

COIN  
MACHINE  
REVIEW

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FOR  
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1946

**AIREON ELECTRONIC PHONOGRAPHS**  
*Now Delivering -*  
**The NEW AIREON HIDEAWAY**

Aireon's sensational hideaway has some startling new features and is amazingly compact, rigid, and reliable. It is accessible to the nth degree and has a remote volume control feature never before incorporated in any musical instrument. Just to give you a hint—no longer will you have to string shielded cable from your hideaway to your remote volume control point and lose all that beautiful tone and clarity, which so often happens in the installation of a hideaway. With Aireon's new "normalizer" incorporated as a part of the hideaway, you can string an ordinary pair of bell wires from your remote volume control point to your hideaway with no loss in sound, no fuzziness, and no distortion. This feature alone is worth its weight in gold—but there are many, many other features. 33" Wide, 28" High, 18" Deep. Come in for a demonstration.

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DISTRIBUIDOR EXCLUSIVO de AIREON

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Mexico, D. F.



**TIME FOR DIME**  
(Continued From Page 24)

they'll nickel the chute without a second thought.

Reflecting the opinion of those who favor retaining the nickel is Boyd Alley of Automatic Music System, Richmond, Va., who says: "I feel it unlikely that the ten cent play will be accepted in locations not serving beer or drinks and possibly with limitations in those. It may alienate a large portion of the public to such an extent that a subsequent reconciliation would be difficult even under a return to the five cent play. Rather than risk this loss, my suggestion would be for a primary goal of a revision in the percentage split."

Frank J. Murphy of St. Louis states: "I definitely oppose change from five to ten cents per play plus three plays for a quarter. You are increasing your five-cent play 100 per cent and your three for a quarter play 66-2/3 per cent. The public is adverse to paying double for one play and will spend a nickel to play where they will not spend a dime. My experience in checking phonographs shows that 80 per cent of receipts are nickels, particularly in race locations."

The dime advocates present a strong front: Locations will squawk about being cut in commission, but if they can retain the same 50-50 split, they'll go for it—and on ten-cent play this can be done. Every other commodity has been price-raised in the ever-spiralling inflationary period and phonographs are no exception. Every minute item concerned with their purchase, operation and service has jumped. Changing to a dime will result in less chiselling than if percentages were adjusted.

Among the "pro's" is Bill Williams of this city. Says he "With the price of everything on the upper trend, it stands to reason that phonograph play should follow in line. Today's rendition of top tunes through the medium of the phonograph is definitely underpriced. Costs, maintenance, etc., have proved to the operator that a change must be made to survive in this business."

Seconding Williams, Max Marston of Detroit declares that "ours is the only business that has not increased the cost to the consumer while operating costs have tripled."

Tests conducted in a number of key cities throughout the country point up the advantages of the change-over. Compilation of figures reveal that while play has decreased 25 to 30 per cent, gross take has increased 40 to 50 per cent. "Ninety

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The Wayne Automatic  
**RECORD VOLUME EQUALIZER**  
GIVES CONTROLLABLE VOLUME ON EVERY  
RECORD ON ANY PHONOGRAPH

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For use with Magnetic Pickup..... 36.00  
See It and Hear It

**DEE'S SERVICE SHOP**  
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FE 7875

per cent of the phonographs we are receiving are operated on one for dime or three for a quarter," reports Morris Hankin of H. & L. Distributing, Atlanta. "The take is more than double. No complaints from customers. Proprietors are very pleased."

Two major developments have accelerated the trend to a dime. AMI, Inc., in backing the proposal 100 per cent, is now turning out units with dime and quarter chutes, in addition to providing mechanical adapters and new front pieces for alteration of machines already in the field. THE REVIEW has learned from an authoritative source that the largest manufacturer in the business—whose slogan, "America's Favorite Nickel's Worth of Entertainment," has made the public nickel-conscious—is solidly behind the dime-per-play and has announced revision of their slogan to eliminate the "nickel."

A disquieting note in the dime drive has been sounded by the Office of Price Administration. Determined to present to its readers every facet of the situation, THE REVIEW's Washington representative reported as follows:

"For several years no one in OPA knew whether the nickel used in a coin machine was frozen or not, but now that controls have been lifted from so many commodities, the OPA boys are determined to hang onto any controls they feel they have left.

"An innocent query by a reporter (not THE REVIEW's) recently put OPA in a tizzy. The question: 'Can the nickel charged for playing a record on the juke box be raised to a dime?' The Inquiry Division of OPA was curt and to the point: 'Raise the price to a quarter if you like. We don't care.'

"The reporter persisted and visited OPA's Service Trades Division with his question. The section chief was doubtful. 'Joe,' he yelled across the room, 'Is playing a juke box under price control?'

"I don't know," Joe called back. 'Hi, there, Pete!' The question was put to Pete while the reporter puffed on a cigarette. Pete was pontifical, scratching his nose with an ink-stained finger. 'It depends upon the classification,' Pete stated. 'Playing a juke box is certainly a service and hence in our division. Now is a juke box a musical instrument, a phonograph, or is it like a coin-operated washing machine?'

"OPA's bright boys batted that one about as the reporter started another smoke. It seems musical instruments are not controlled, while coin-operated washing machines and rentals of phonographs are. It was decided that an automatic phonograph is not a washing machine, which appeared reasonable to the reporter. The choice came down to a phonograph or a musical instrument with the majority in the division voting for calling a juke box a phonograph.

"It was then pointed out that playing an automatic phono is not exactly renting the machine, but more like renting a phonograph record. OPA appeared to be stumped, no one knowing whether renting a record was under price control or not.

"The section chief got an idea. 'We'll call a meeting of the legal division,' he told the reporter. 'Come back a week from next Friday.'

"The reporter returned and was handed a letter signed by the Service Trade Division general counsel which stated in no uncertain terms that the nickel put in an automatic phonograph was going to stay a nickel as far as OPA is concerned."

The Agency's vacillation and uncertainty before handing out a decision during the dying months of its regime, added to the fact that OPA cannot point to any specific regulation governing phonograph play, leads to the conclusion that opposition from this quarter will probably be negligible.

**CPOA Re-elects Officers**

CLEVELAND—At its annual meeting, The Cleveland Phonograph Owners' Association re-elected the following officers: Jack Cohen, president; James Ross, vice-president; Leo J. Dixon, secretary-treasurer.

Elected to the Executive Board were: Robert Pinn, Hyman Silverstein, Sanford Levine, Gary Weber, Nate Pearlman and James Burke. Harry Lief was appointed an honorary member of the Board, while Joseph Solomon is the new sergeant at arms.

COIN  
MACHINE  
REVIEW

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FOR  
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WALNUT SPEAKER  
CABINETS**

**\$4.95**

Waterfall veneer finished to high attractive lustre. 12-in. Permanent Magnet Speakers, 6-8 ohm voice coil for installation in above, from \$5.95 up.

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All Phones: DR. 4326	All Phones: KIL. 3030



# Low-Volume Music Paying High Volume Dividends

The germ of an idea flicking across the mind of W. S. Farrell in 1939 was the spark that ignited gallons of midnight oil; after three gruelling years of hope, heartache and indefatigable application, he invented a system of low volume control music.

"I first conceived this type of system after spending approximately a year developing a new sound re-inforcing system which used a multiplicity of small speakers operating at a low volume level rather than the conventional sound systems which incorporate one or several power speakers operating at a very high volume level," he recalls. "I reasoned that if I would make coin-operated units out of my little speakers and install these at every booth and counter spot in a location, I would be able to sell sequence music programs to a great number of people in the same room at the same time.

"This would mean a multiple earning for each record played and would deliver music to the ear of the person desiring it without annoying other people in the same room not wishing musical entertainment. One of my friends remarked: 'You've not only invented a sound system and coin instrument, but you've developed a new way of doing business. You will give each paying customer more music for his money but darned if you won't be making them all pay for the same tune at the same time!'"

In the fall, Farrell began work on his "tune per coin system." He entered into a royalty agreement with a firm but that outfit went bankrupt. The following spring he formed his own company and placed 12 units of his Model "A" on test location.

"The 'A' Model did all the tricks," Farrell related, "but you had to push a lever after the insertion of each coin. However, the public didn't want to push levers. So I went back to one of my earliest designs and produced the 'B' Model. All you had to do was drop the coin—five at a time if you wanted. This system likewise provided at least one record per coin inserted, playing the balance or fraction of the record playing at the time the coin was dropped and one complete record thereafter. This was a slick trick but it made it difficult to vend music from a central studio carried to the location via telephone lines due to the necessity of intelligence between the studio and location for coin collecting purposes. Since this central source of music was the plan we had hoped to use, I rigged up some voice sensitive equipment which would take care of the coin collecting at the location proper.

"But this latter equipment was too touchy, so a large percentage of the 'B' Model equipment sold before the war was operated from old phonos at the location."

Nonplussed but still determined to perfect a time controlled system, Farrell returned to his work bench.

In the spring of 1942 he applied the finishing touches to "Measured Music."

"I substituted small synchronous motors for relays in the speaker-coin control units and dispensed music on a fixed time interval rather than a complete record per coin basis. The new system permitted smaller size, overcame most of our electrical and mechanical troubles and last but not least permitted the sale of any kind of electrically recorded sound regardless of source by just 'measuring off' whatever the user purchased."

Farrell's adroit ingenuity had hatched the eggs of a business which flashed a meteor-like path through the realm of musical Coinland and is daily attracting new operators to its fold.

Today the major purveyors of this type of music are Personal, Solotone, and Musicale.

Personal boxes are equipped with a single chute, adaptable for either penny or nickel play. Solotone has two chutes, which can be utilized for one and five cent

(See L. V. MUSIC, Page 32)

**PROOF OF DEPENDABILITY  
ALMOST FIVE YEARS OF  
SUCCESSFUL PHONO  
NEEDLE RE-SHARPENING**

Save Money With Our Service

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Write for details and free  
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FORT DODGE, IOWA

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REVIEW

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## A Sure Sign of EXTRA PROFITS

Whenever a Wurlitzer Factory-Approved Music Merchant has identified his locations with the *Sign of the Musical Note*, the patronage at that place and the take on that phonograph have reflected the pulling power of this Sign.

The payoff at the point of purchase is proving the power of Wurlitzer's national consumer advertising program to get more people to spend more nickels, dimes and quarters for Wurlitzer Music.



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# "Packard All The Way"

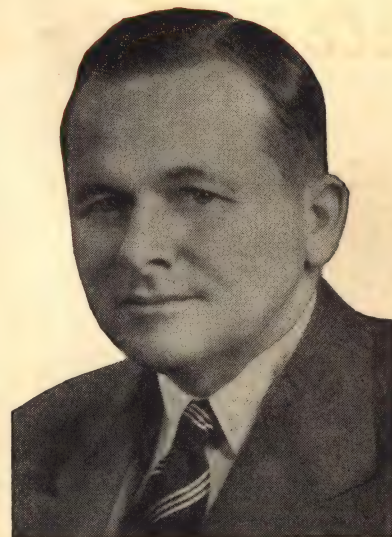
Thanks to the Packard Pla-Mor distributors and jobbers throughout the western region for their fine support and cooperation with the Packard Pla-Mor organization.

The automatic music industry now has the most perfect phonograph that science and years of experience have been able to produce.

The manufacturers of the Packard Pla-Mor pioneered this industry and throughout the years have maintained their supremacy in automatic music.

Every distributor, jobber and operator can be assured of our whole-hearted cooperation to supply him with the most complete line of automatic phonograph accessories in the industry.

**AND bigger things are coming!**



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**AUTOMATIC PHONOGRAPHS**

CEILING AND WALL AUXILIARY SPEAKERS  
• ACCESSORIES • 30-WIRE CABLE •

COIN  
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REVIEW

**30**

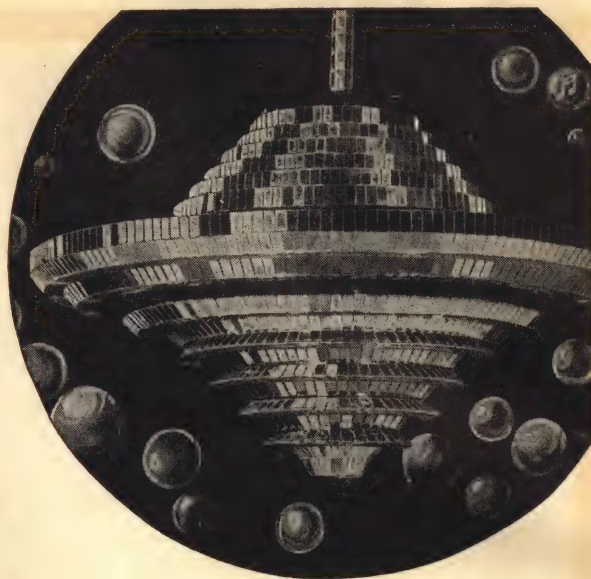
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WHERE PROFIT IS YOUR MOTIVE  
AND FLOOR SPACE IS SCARCE

*You Win - As Usual - with*

**PACKARD**  
*all-the-way*



● Packard Pla-Mor is the *complete* automatic music line. It meets all the problems—with the proper equipment combinations—to bring back the investment—plus the kind of profit you desire and deserve. Here is an example:

One of the really great pay-off combinations in the business: The Packard Wall Box—The Packard Model 400 Phonograph Hideaway and The Packard Out-Of-This-World Speaker. There's nothing like the *appeal* of the Packard Wall Box. It sparkles at your entertainment-seeker's elbow—flirts with him—*gets* him. It offers—and delivers—his choice of one to twenty-four selections. Install Packard Wall Boxes in every booth. More coin chutes—with more appeal—for more "take" and more profit.



● If it's glamour you want—and floor space is at a premium—you *win* with Packard—The Packard Pla-Mor "Out-Of-This-World" Speaker (No. 1000). It hangs from the ceiling. It sparkles. It rotates with the music and fills the room with bubbles of magic colored light. It's just what it is intended to be—pure, unadulterated glamour with a golden voice.

● And the heart of it all is your Packard Pla-Mor Model 400 Phonograph Hideaway. Here is an instrument that is true to the tradition and reputation of its makers. It is the triumph of the master craftsmen of the industry. See your nearest Packard Distributor. Let him demonstrate the "400." Let him show you the telegrams and letters of praise that are pouring in. No other phonograph, in all the history of automatic music, has received such acclaim and such immediate and unqualified acceptance.

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L. V. MUSIC  
(Continued from Page 29)

or five and ten. Musicale's unit consists of a single nickel intaker.

Penny play is limited pretty much to drugstores. A customer buying a five-cent soft drink isn't usually the sort who will shell out another five cents for music, so he receives three minutes of melody for a penny.

Of late, the trend has been toward discouraging penny boxes. At a nickel installation the customer receives six minutes of music per coin. Many patronizers of the penny boxes are resentful, when walking into a restaurant or bar, to see the same kind of box dispensing tunes for a nickel. They wonder why twice as much music costs five times as much.

A question frequently asked is: Does a unit with both nickel and dime slots gross higher than one with the single nickel mechanism?

This is a \$128 question because it packs twice as much dynamite as a \$64. To say that it is highly controversial is a mild understatement.

Operators of the double-chute present their case thusly: "Look in your coin purse. You will note that there are three times as many dimes as nickels. A customer who

hasn't got nickels will shove dimes. Returns on the double slot are 30 per cent more than the single."

Operators of the single five-center fire this volley: "People are becoming more money-conscious. Of course, a lot depends on the class of location. But few think anything of spending nickels while they will hesitate about a dime. It's purely a psychological quirk. Folks have been educated for years on the nickel-for-a-tune practice and they won't change overnight—especially with inflation wearing off."

An embryo desirous of entering the low-volume field has several alternatives: (1) He can outfit a studio at a cost of \$1200 to \$1500 and employ girl attendants on a 24-hour basis. (2) He can employ an attendant only during peak hours and utilize automatic record changers (comprised of phonograph mechanisms) during the slack period. (3) He can use automatic record changers at the studio entirely. (4) He can install a hideaway or phonograph record changer in each location.

In all set-ups except the latter, leased lines from the telephone company are required. If the operator decides to use a central studio, he does not necessarily need his own. The distributor in the territory can usually arrange to furnish music to his locations at a fixed fee.

Solotone is the only system which uses

automatic record changers exclusively.

With a girl at the board it is possible to pipe a hundred tunes, whereas record changers are restricted to a maximum of 40 (20 for each of two changers).

A number of Solotone operators have introduced a program sheet, showing the songs in the order they are being played. Thus the customer can tell in advance which titles are coming up.

Musicale strongly stresses the power of suggestion. Before each selection is played, it is plugged by a pleasant, persuasive voice to all boxes. Those customers who are "sold" on the tune will then insert a coin and hear it in their booths. This voice-with-a-smile selling is also possible with Personal Music System, if desired.

Strong points for the low-volume system are: It reduces irritation in locations because the music is not being centrally beamed to the whole house through a speaker. Service time and expense is low because there are no records, title strips or needles to change and few repair problems. Personal Music conducted a test of 120 boxes in seven locations over a period of five months. Service calls during that time amounted to 14.

William (Bud) Parr of Solotone says: "Any man interested in individual type music who needs convincing has only to walk into a location and see six units playing at the same time. Then he realizes that the record is selling for 30 cents instead of a nickel, and he hesitates no longer."

The cost of setting up a location for operation depends on the number of boxes, of course. For easy calculation, let us say there are ten. Their cost, plus a master power supply unit (containing amplifier, rectifier, etc.) is \$525 to \$550. To this must be added the cost of installation (approximately \$12) and phone lines (approximately \$10).

Every man contemplating a new endeavor wants to know: how much money can I make?

To provide a general profit average would be misleading because there are too many factors involved, such as the proximity of the location to the phone company (the longer the distance, the costlier the tolls), type of location (naturally play varies), and section of the country.

A recapitulation from a distributor's records reveals the following take-away totals per box per week—that is, after location commission has been paid—in various parts of the country: Denver, \$1.50; Seattle, over \$2.00; Los Angeles, \$1.10; San Francisco, \$1.65; Phoenix, over \$2.00; Newark and New York, between \$1.75 and \$2.00.

We know of a restaurant with 40 units. The place caters mainly to lunch-time trade and closes at seven p. m. Compare this

(See L. V. MUSIC, Page 35)

COIN  
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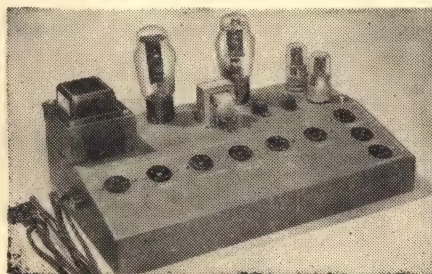
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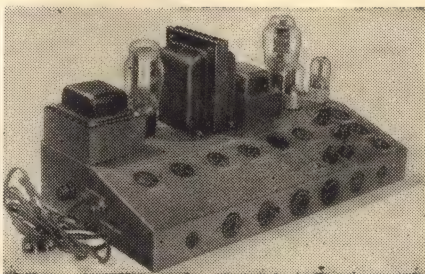
## "Keep 'em Playing!"

There is no take from a silent phonograph. There is no longer any reason for the phonograph to remain silent. When it goes dead due to amplification breakdown, merely install the Master Universal Amplifier. Either as a temporary or permanent installation it will give as good or better results than the unit that comes with the player. Service men find this a great help in keeping their customers satisfied while making repairs. Check for yourself the features of the

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Model A—Master Universal Amplifier fits them all—Wurlitzer, Seeburg, Mills and Rockola, except Hi-Tone. Complete with tubes, \$49.50.



Model B—Master Super Universal Amplifier designed for all Hi-Tones and all other models. Complete with tubes, \$74.50. Terms one-third deposit—balance C.O.D.

- Volume and tone control combined.
- Proper circuit fusing.
- Fits all makes of players.
- Ready to operate.
- Temporary or permanent installation.
- Absolute clarity of amplification.
- Keep unit playing during repair.
- Substantial construction.
- Complete set of tubes.
- Engineered for proper balance.

These Amplifiers are manufactured and sold for replacement purposes only—as specified by WPB regulations.

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The Only Successful  
Service of Its Kind  
Precision Grinding  
Unconditionally Guaranteed

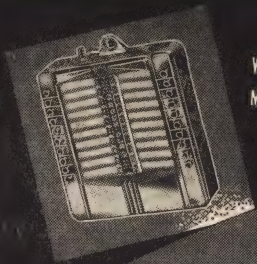
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P. O. BOX 770  
FORT DODGE, IOWA



MODEL-1422

WALL BOX  
MODEL-1530



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COURTESY OF COCA-COLA



COIN  
MACHINE  
REVIEW

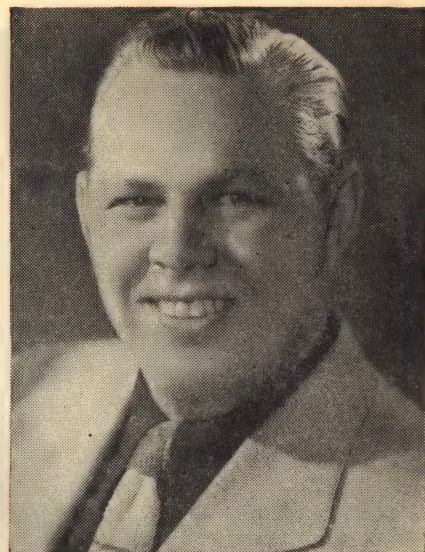
**33**

FOR  
NOVEMBER  
1946



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AS DISTRIBUTORS FOR  
**PACKARD PLA-MOR PRODUCTS**  
IN  
SOUTHERN CALIFORNIA



**PACKARD  
(PLA-MOR)**

HAS THE PLAY APPEAL

← **HIDEAWAY**

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**REMOTE CONTROL BAR BOX**

*Now Delivering*

**PLA-MOR PHONOGRAPH**

*To Be Announced Soon*

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◆

*Just Arrived:*

**Evans' NEW BANGTAILS**

**THE LATEST IN INDEPENDENT PHONOGRAPH RECORDS FOR JUKE BOXES**

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LOS ANGELES 7, CALIF.

640 16th STREET  
(Franklyn 9-5635)  
SAN DIEGO, CALIF.



**L. V. MUSIC**  
(Continued From Page 32)

eatory with a spot serving drinks and dinners, open till 3 a. m.

Here are some factual weekly receipts on 20 to 25 box installations, gleaned from an operator's collection book:

A doughnut shop in Los Angeles, over a period of months, averaged \$175. A restaurant in Oakland has hit \$184. A San Francisco dinery, during a six month stretch, has fluctuated between \$147 and \$181. Another location in the same city, \$147-\$192.

The all-time high in low-volume gross has been established by a location in Portland, Ore. Sixty boxes have been in operation for the past four months and the weekly take has maintained a \$400 to \$500 level.

These figures may seem to be exceptionally high even for exceptional locations, but when it is realized that a 20-box installation has a potential gross of ten dollars an hour, the "can't do" myth explodes.

Location commissions are either on a straight 50-50 or the operator usually removes the top five dollars for phone tolls and splits the balance.

Successful tune merchandisers, polled as to the type of ballads which bring highest play, have this advice to offer: Do not pipe any tune which the customer has not heard before. Every fifth record should be one of the first three in the Hit Parade. The nucleus of the music should be popular songs, but there should also be diversification: hillbilly and semi-classics skillfully intermingled.

If you have any doubts as to the future of individual music, listen to Hubert Hood, Personal's district manager for the 11 western states: "Just as mechanical and wired music have their place in the field, so has the low-volume system. Its potentialities are tremendous, with hundreds of good locations—which are ideal for this type—not being covered at present."

**Alabamans Form Phono Assn.**

MONTGOMERY, Ala.—Where there is a fast-growing group of phonograph operators, there should be an association to protect its interests.

The Alabama Music Operators' Association has been formed on such a tenet. Officers are: Claude Hall, president; T. E. Farned, first vice-president; J. H. Weinand, second vice-president; Sam H. Stewart, treasurer; I. E. Cohen, secretary. Col. R. E. L. Choate, retired, has been named general business manager.

The board of directors consists of the following: Nathan Allen, Paul Daniels, Max Hurvich, Jimmie James, Joe Joseph, W. B. Loosier, B. C. Pritchett, J. Sanderson, Johnnie Walters, and C. L. Cawlishaw.

**Phono Promotes Prima Show**

CHICAGO—When live talent moved in during the early days of phonoing, the box usually moved out.

But not any more. Music machines are being used for every conceivable type of promotion. Recently a shiny Wurlitzer in the lobby of the Sherman Hotel played for 18 hours without a stop, and without a coin being inserted.

The machine rolled out all Louis Prima numbers. A display poster nearby called attention to Prima's personal appearance in the Panther and Bamboo rooms of the hotel, and announced that this was "Juke Box Night," wherein audience winners in a quiz game would be given albums of the trumpeter's discs.

**FIBRE MAIN GEARS**

Sample.....\$4.00 For Seeburg and Wurlitzers Lots of 10....\$3.50  
(less Steel Hub)

QUANTITY PRICE.....\$3.00 each

Factory Guaranteed against Defective Workmanship and Material

**CASTERS**

Heavy Duty Replacement  
SET of 4.....\$1.60

**VOLUME CONTROL KEYS**

(For Seeburg and Wurlitzer)  
Package of 24.....\$1.00  
Package of 100.....\$3.00

**SEEBURG Pick-up Coils**

(except 8800-9800)  
Each \$1.50

**WALLOMATIC Fibre Inserts**

For replacing rubbers in  
Selector Switch banks  
Per Set — 30c

**PLASTIC**

60 Gauge (Red), 20 x 50 sheet.....\$12.00  
Cut to measure.....2 cents per sq. inch

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**COLORS SOLID—through and through—  
not sprayed or painted!**

New Clear, Transparent PLASTIC WINDOWS for your  
model 850 program holder . . . . . \$5.00 per set

**WURLITZER**

	Each
800 Top Corners.....	\$16.50
800 Lower Sides.....	13.50
800 Middle Sides.....	3.00
800 Top Centers (Right or Left, Red).....	8.00
800 Back Sides (Green).....	9.50
800 Top centers (onyx).....	4.00
600, 500 Top Corners.....	4.50
700 Top Corners.....	7.50
700 Lower Sides.....	9.50
700 Back Sides.....	8.50
750 Top Corners.....	8.75
750 Lower Sides.....	8.75
750 Top Center.....	4.25
750 Middle Sides.....	2.00
850 Top Corners.....	9.50
850 Lower Sides.....	8.75
850 Top Center.....	11.00
850 Peacock Glasses.....	3.50
950 Lower Sides.....	10.50
24 Top Corners.....	1.00
24 Lower Sides.....	4.00
41-61-71 Top Corners.....	4.50

**ROCK-OLA**

	Each
Standard, Master, Deluxe or Supers:	
Top Corners (Solid Red, Yellow or Green).....	\$12.75
Lower Sides (Red or Yellow).....	12.75

**SEEBURG**

"Hi-Tone" Model 9800, 8800, 8200:	
Lower Sides (Solid Red, Yellow or Green).....	14.50
"Hi-Tone" Grille Pilasters.....	2.25
"Classic"—"Colonel"	
Top Corners (Solid Red, Yellow or Green).....	6.00

**SHEET PLASTICS**

20" x 50"—Pliable—Per Sheet.	
50 Gauge, Red, Yellow, Green or Clear.....	\$12.50



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**EAGLE COIN MACHINE CO.**

1514 N. Fremont Ave. • Chicago 22, Illinois • Phone: Michigan 1247

COIN  
MACHINE  
REVIEW

**35**

FOR  
NOVEMBER  
1946



# RECORDS

## CAPITOL

- 3★ 298 Stan Kenton  
IT'S A PITY TO SAY GOODNIGHT  
(FT VC)  
INTERMISSION RIFF (Inst.)

Both sides feature the Kenton finger-weaving, and Kenton's robust, virile style of instrumentalization. Topper, ably vocalized by June Christy, contrasts heavy beat with the light. Under-one has a blood-infiltrating jump which will make boogie fans go woogie.

- 4★ 299 Martha Tilton  
GOTTA GET ME SOMEBODY TO  
LOVE (V FT)  
HONEYFOGLIN' TIME (V FT)

Liltin' Martha Tilton takes you out to the prairie, amid twinkling hoof beats, on "A", and rides a winner all the way. The second side, whose literal meaning is time to wheedle, cajole and coax, is a catchy novelty which will do all those things to coins in your customer's pockets.

- 4★ 300 Jack Smith  
THE WHOLE WORLD IS SINGING  
MY SONG (V FT)  
EVERYBODY KISS YOUR SWEET-  
HEART (V FT)

The greater percentage of coins are on "B." Clickety-click arrangement, novel, smart, fast-paced. "A" is well-instrumentalized and arranged but there is too much affectation on the vocals to Capitol-ize on it.

- 3★ 301 Ella Mae Morse  
THAT'S MY HOME (V FT)  
THE MERRY HAI HAI (V FT)

On the upper, the cow-town girl and Ray Linn's ork drag the vehicle to the glue factory. Just passable. Ditto for the under: customers will give this novelty the ha! ha! instead of the coin.

- 4★ 302 Tex Williams  
ROSE OF THE ALAMO (V HB)  
THE CALIFORNIA POLKA (FT VC)

Despite perky treatment, The Rose fades on the first groover, abetted by Tex's uncoincly singing. But the Western Caravan and Leader rejuvenate on the under-tug and surcharge a catchy tune with snap, variety and sharp showmanship.

- 3★ 303 Geechie Smith  
THE KAYCEE KID (V Blues)

## T-TOWN JUMP (V Blues)

Screechy Geechie Smith fails to impress and the ork doesn't help to sell the ear on the opener, but the boys pick up on the second side and deliver a good race spot rendition.

- 3★ 296 Tex Ritter  
HAVE I TOLD YOU LATELY THAT I  
LOVE YOU (V HB)  
WHEN YOU LEAVE DON'T SLAM  
THE DOOR (V HB)

Better than a three-rating but not quite up to a four. Tex's throbbing voice accompanied by throbbing strings of the Cowboy Band are sure-fire on "A" while the band drains every bit of musicality out of "B" with a terrific arrangement. Can't miss on cowboy spots.

- 4★ 297 Jo Stafford  
YOU KEEP COMING BACK LIKE A  
SONG (V FT)  
THE THINGS WE DID LAST SUMMER  
(V FT)

Stafford and Weston do it up in a nice coin-pulling package. Jo's rich, pulsating warbling; Paul's full-bodied, melodic arrangement—an unbeatable team, a hard-to-beat pair of discs.

- 3★ 291 Andy Russell  
IF YOU WERE THERE (V FT)  
THIS IS THE NIGHT (V FT)

It hurts to rate this pair no higher than three stars. Andy Russell shows tremendous range, versatility, vocal mastery, and on the top side, Carl Kress' guitar fingering is superb. But these tunes just haven't got enough of what it takes for a higher notch.

- 3★ 292 Peggy Lee  
AREN'T YOU KIND OF GLAD WE  
DID? (V FT)  
IT'S ALL OVER NOW (V FT)

Side One lacks sustaining interest; the flip is the better of the two. Peggy Lee's smooth style sparks both sides. From the movie "The Shocking Miss Pilgrim."

- 3★ 293 Sam Donahue  
PUT THAT KISS BACK WHERE YOU  
FOUND IT (FT VC)  
SCUFFLIN' (Inst.)

Nothing to raise your temperature or your cash box take on this pair. "A" is slow and beaty;

## Key to Star Rating

- 5★—Get it! Tailor-made for top grosses on automatic phonographs.  
4★—Acceptable for use on automatic instruments.  
3★—Only average. Suitable for program fillers.  
Records which do not warrant at least a 3★ listing are purposely omitted from reviews published.

flip-bee has drive and better than average trumpet, trombone, piano and tenor solos.

- 3★ 294 Margaret Whiting  
FOR YOU, FOR ME, FOREVERMORE  
(V FT)  
PASSE (V FT)

Jerry Gray's ork shows flashes of brilliancy on the first, and then blossoms into full-noted supremacy on Passe. Passe is base, and only Gray's backgrounding and Whiting's thrushing save a number that the composers missed a beat on.

- 3★ 295 Jesse Price  
KANSAS CITY MAMA (V Blues)  
YOU SATISFY (V Blues)

Price makes his Capitol debut with a couple of socko race spot shots. Delivered with verve and conviction. Jesse's band backs his blue-birding to the hilt, with a nice sprinkling of novel musical gymnastics.

## COLUMBIA

- 3★ 37084 Elliot Lawrence  
YOU BROKE THE ONLY HEART  
THAT EVER LOVED YOU (V FT)  
FIVE O'CLOCK SHADOW (Inst.)

First side is a tear-inducing, slow-rhythmed romantic ballad, featuring Lawrence on the piano and Jack Hunter and Rosalind Patton on the vocs. Rosalind gives the tune a lift, which it seems to need. Reverse is so-so medium jump stuff.

- 3★ 37085 Buddy Clark  
(This Morning) I KNEW I'D FALL IN  
LOVE TONIGHT (V FT)  
ALL BY MYSELF (V FT)

On the initial flip the listener has the feeling that while Buddy Clark and Mitchell Ayres' ork put out their best, the ballad just hasn't got it. On the under-one, the feeling is that while the tune packs a lot of potential coin, Buddy and the band fall short.

- 4★ 37086 Les Brown  
MY SERENADE (V FT)  
THE BEST MAN (V FT)

The light, danceable rhythm of Les and his "Band of Renown" score on the topper, aided by excellent vocalizing by Jack Haskell. The spin-over is a dark horse entry in the Phono Parade. Les hops it up and fails to impress; the tune hasn't enough stimuli to cause you to grab your order pad; but the lyrics—punchy, clever, with a surprise ending—that's where the colored pony comes in. Give it a try; its popularity may be as surprising as the ending.

(See RECORDS, Page 38)

COIN  
MACHINE  
REVIEW

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FOR  
NOVEMBER  
1946



These leading coin-phonograph manufacturers have already entrusted their prestige to

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For 17 years PERMO POINTS have been the choice of manufacturers and operators alike... They realize the needle is the heart of every phonograph... Better order some PERMO POINTS today!

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The original and world's largest manufacturer of longlife phonograph needles

ELLIPTICAL



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ROUND  
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1 to 10 . . . 35c  
11 to 99 . . . 32c  
100 or more . 30c

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## DENNIS DAY

with Russ Case and his Orchestra

**The Whole World  
Is Singing My Song**  
AND

**April Showers**

(from Columbia picture  
"The Jolson Story")  
RCA VICTOR 20-1978



## ERSKINE HAWKINS

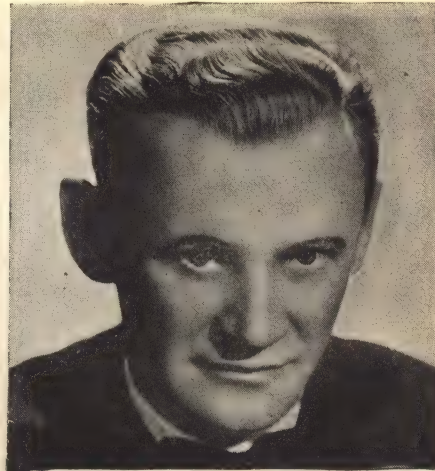
and his Orchestra

**After Hours**

Featuring Avery Parrish, Piano  
AND

**It's Full Or It  
Ain't No Good**

Vocal refrain by Laura Washington  
RCA VICTOR 20-1977



## SWING AND SWAY WITH SAMMY KAYE

**Zip-A-Dee Doo-Dah**

Vocal by The Three Kadets and Chorus  
AND

**Sooner Or Later**

(You're Gonna Be Comin' Around)  
Vocal by Betty Barclay and Quintet  
(both from Walt Disney's "Song of the  
South")  
RCA VICTOR 20-1976

*Hits that  
Stack the Jack  
from RCA Victor!*

### COUNTRY MUSIC

**HARMONEERS QUARTET**

Just a Little Talk with Jesus  
AND

**On the Jericho Road**  
RCA VICTOR 20-1979

**TEXAS JIM ROBERTSON**  
and The Panhandle Punchers

**Filipino Baby AND  
Rainbow at Midnight**  
RCA VICTOR 20-1975

### RHYTHM

**PAT FLOWERS**

and his Rhythm

**Ain't That Just Like a Woman**  
Piano and Vocal solo by Pat Flowers

AND **Horizontal**  
Vocal refrain by Bunty Pendleton  
RCA VICTOR 20-1980

### INTERNATIONAL NOVELTIES

**HENRI RENÉ**

and his Musette Orchestra  
**La Raspa (Chile Polka)**

AND

**Little Brown Jug**  
RCA VICTOR 25-1070



## CHARLIE SPIVAK

and his Orchestra

**It's All Over Now**

AND

**(I Love You)**

**For Sentimental Reasons**

Vocal refrains by Jimmy Saunders  
RCA VICTOR 20-1981

COIN  
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NOVEMBER  
1946



**RCA VICTOR RECORDS**





# Establishing New High Grosses

## "ADOBE HACIENDA"

A rollicking tune by The ESQUIRE TRIO

— ALSO —

"Hills of El Cajon" "To Each His Own"  
by The ESQUIRE TRIO on RHAPSODY RECORDS

"Gay Nineties Memories" - "Twelfth Street Rag"

Backed by "Dill Pickles" and "Black and White Rag"  
FREEMAN CLARK at the Piano—LINDEN RECORD

"Divorce Me C. O. D."

Backed by "Tell Your Lies to the Man in the Moon"  
"T" TEXAS TYLER—FOUR-STAR RECORD

### HINT FOR OPERATORS

Don't put a cheap speaker on an expensive phonograph. The best speaker available is the best assurance of maximum play. See Bill Leuenhagen for high-quality speakers.

## W. H. LEUENHAGEN & CO.

1813 W. PICO BLVD.

New Phone: DRexel 1345

LOS ANGELES 6, CALIF.

### RECORDS

(Continued from Page 36)

- 4★ 37087 Ted Daffan  
SHUT THAT GATE (V HB)  
BROKEN VOWS (V HB)

Don't shut the gate on Side One 'cause that's got coin-clinkin' class. The String Band doesn't pull any stops; they come through with a splendid, mellow-chimed arrangement, splashed with zing and zest. Under-side is the usual fear-jerking wails of a broken-hearted lover.

- 3★ 37088 Big Bill  
TELL ME BABY (V Blues)  
I FEEL SO GOOD (V Blues)

Sure-fire for race spots. First disc is the usual sad lamentation which characterizes blues. Fine accompaniment. Second is in happier mood, bounces along in high style, and again accompaniment is splendid. Hats off to the Chicago Five.

- 3★ 37058 Spade Cooley  
CRAZY 'CAUSE I LOVE YOU (N V)  
THREE WAY BOOGIE (Inst.)

Tex Williams inserts a brief romantic vocal on "A" but outside of that, the boys rip 'er wide open. Country-siders should go for these. The reverse platter features a torrid hot instrumental, but no matter how jumpy the lads get, they keep beating out a stompable rhythm.

- 4★ 37080 Harry James  
WHY DOES IT GET SO LATE SO  
EARLY (FT VC)  
THE BEAUMONT RIDE (Inst.)

These two feature the sweet and smoke of Harry's horn, the rollicking sock of Corky Corcoran's tenor sax and the singing of Buddy Di Vito. Topper is a romantic ballad, all sweetness and light; under-filing will bring that look of unholy glee to the faces of live-jumpers.

- 3★ 37081 Cab Calloway  
I GOT A GAL NAMED NETTIE (V FT)  
HEY NOW, HEY NOW (V FT)

Any spots that go for the rocking, roaring boom-bounce style of Cab Calloway will eat these up. Virile treatment on both. Lyrics are seasoned with ample dashes of cleverness and novelty.

- 5★ 37082 Tommy Tucker  
I LOVE YOU (V FT)  
THE MAN THAT COMES AROUND (V FT)

Flip this disc over and stand by. The coins will keep rolling for weeks on end. Tommy Tucker has re-arranged his famous pre-war hit and it's a smash-bang winner. Any bar elbow who has had two drinks and any tavern-foer who has ambled down a couple will fall off their respective stools in sheer gleeful merriment. Clever, catchy lyrics on "The Man That Comes Around." First side is Tommy's theme song, aptly handled.

- 4★ 37140 Dinah Shore  
WHO'LL BUY MY VIOLETS? (V FT)

I MAY BE WRONG BUT, I THINK  
YOU'RE WONDERFUL (V FT)

Mitchell Ayres' 27-piece orchestra and Dinah's silkstrung voice will keep those coins coming on "A." Dinah sings 16 bars of lyrics in French with the same fluid fluency as her English. The reverse disc is just average.

- 4★ 37077 Benny Goodman  
PITY THE POOR LOBSTER (FT VC)  
LOVE DOESN'T GROW ON TREES (FT VC)

BG's magical clarinet is at its best. First side is a novelty number in medium jump tempo; second is sultry sweet and waltzy. Art Lund's vocals leave nothing to be desired. Whether or not the listener is a Benny Goodman fan is immaterial; these are both ace-high renditions.

- 4★ 37078 Gene Krupa  
EV'RYBODY LOVES MY BABY, MY  
BABY (FT VC)

JUST THE OTHER DAY (FT VC)  
This pair are can't miss winners. The vocals (Buddy Stewart on the topper, Carolyn Gray on the underflip) are exceptionally good. First is wistful stuff that dreams are made of; second pitches near the torrid zone.

- 4★ 37079 Gene Autry  
HAVE I TOLD YOU LATELY THAT I  
LOVE YOU (V HB)  
SOMEDAY YOU'LL WANT ME TO  
WANT YOU (V HB)

The first rates about 3½ stars; it's got a solid, sweet beat and the thrumming strings background it beautifully; the flipover will coin 'em in. The hardest shelled critter in the world will melt under the spell of Autry's voice and the superb blending of the string band. You won't have to depend on cowboy spots to jerk the audiences in the aisles on "B."

- 4★ 37089 Frank Sinatra  
THE THINGS WE DID LAST SUMMER (V FT)  
THE COFFEE SONG (V FT)  
(They've Got an Awful Lot of Coffee in Brazil)

"The Things We Did Last Summer" will do things to your coin chute. The Swoon King is at his best, lifting home a gold-carat winner. Lyrics probe deep into sweet memory; Axel Stordahl turns in a flawless job of accompaniment. The under-thrust is a rhythmic novelty number.

- 4★ 237 Ozie Waters  
THAT'S THE LAST STRAW (V HB)  
ONCE IN A BLUE MOON (V HB)

After a so-so treatment on Side One, Ozie and the Plainsmen unreel a pay platter on "B." Beautiful blending, splendid vocals, brilliant arranging.

- 4★ 240 The Plainsmen  
BLUE BLUE EYES (V HB)  
HERE TODAY AND GONE TOMORROW (V HB)

Two catchy, hoppy, beat-proof tunes. While both the Plainsmen and Vocalist Chas. Morgan fail to jell a sure-seller on "A," Andy Parker and the same Plainsmen sock across a coin-stimulant on the underflip. This one will be here today and here tomorrow as the Westerners give the tone-arm a brisk workout.

- 3★ 241 Dick James  
ROLL 'EM OVER (V HB)  
DRIVIN' NAILS IN MY COFFIN (V HB)

Despite some deft touches and brilliant flashes on "A," there are not enough consistent high spots to satisfy Westerners; vocals are unconvincing. Second side has fewer flashes of brilliance. Fillers only.

- 4★ 8001 Jack McLean  
MY ADOBE HACIENDA (FT VC)  
WALKIN' WITH MY SHADOW (FT VC)

While port-side is a beautiful tune, the lads simply don't have enough of the right kind of wax to leave an impression. But they more than make up for it on aft. It's danceable, mellow, tuneful, and sure to make a heavy cash box dent.

- 3★ 8002 Jack McLean  
I WONDER WHO'S KISSING HER  
NOW (V FT)  
IT'S ALL OVER NOW (FT VC)

Fair. Both are nice tuneful ballads, but "A" has a tendency to drag in spots and the boys seem to be subject to off-moments on the under-flip.

- 4★ 236 The Plainsmen  
THE SHORT SNORT POLKA (Inst.)  
JACK-O-DIAMONDS (V HB)

There's nothing "short" about the top-side tune. It's the kind of a number even a reviewer hates to hear end. Fasten down the linoleum in your locations, and then watch this polka drive the coins down the box. In their instrumentalization the Plainsmen use deft, artist changes of pace. The "B" side is lively.

- 4★ 7205 The Three Suns  
RUMORS ARE FLYING (Inst.)  
IT'S ALL OVER NOW (V FT)

The four-star rating is for the under-disc, which is handled with sparkle and élan. Artie Dunn turns in a neat performance as vocalist and organist, and his accordion and guitar co-players bounce and swing along to victory. But

## SPEAKERS

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1946



the first side is disappointing. The boys simply haven't got it. This one needs a re-wax job.

#### NATIONAL

- 3★ 7012 Bert Howell  
HOME (When Shadows Fall) (V FT)  
MY LOVE WILL DIE (V FT)

Bert Howell, a favorite of England and the continent, is billed as a "sweet singer" and he's all that. It's Howell's voice that carries the load on this duo and will be responsible for the coin-clicking. The Skyliners' accompaniment is below average especially on "A."

- 3★ 9020 Billy Eckstine  
I'VE GOT TO PASS YOUR HOUSE TO  
GET TO MY HOUSE (V FT)  
AIN'T LIKE THAT NO MORE (V  
Blues)

Your reviewer's advice to Billy Eckstine is to stick to straight blues; my advice to phono operators is to push "B" at race spots because that's where the chips lie. Eckstine's bluish tinge on vocal "A" seems slightly incongruous; on "B" his lamentations are definitely good.

#### SIGNATURE

- 3★ 15015 Ray Bloch  
ESPANHARLEM (Inst.)  
JEALOUSY (Inst.)

While "A" is deftly done in spots, it tapers off into a pretty sad state of music. The play is on the port-side, classically handled, stirring yet sweet.

- 3★ 15039 Bobby Doyle  
AND THEN IT'S HEAVEN (V FT)  
YOU KEEP COMING BACK LIKE A  
SONG (V FT)

Two sweet ballads, well done, well sung, backed to the hilt by Ray Bloch and his ork.

- 4★ 15050 Ray Bloch  
THE WAY YOU LOOK TONIGHT  
(Inst.)

SMOKE GETS IN YOUR EYES (Inst.)

A wise move on the part of this disc maker in waxing these old-time favorites. They can't miss. Arrangement, especially on "B," is unequalled. As long as people love music, they will love these two tunes.

- 4★ 15051 Ray Bloch  
THE VERY THOUGHT OF YOU  
(Inst.)

A PRETTY GIRL IS LIKE A MELODY  
(Inst.)

A pretty girl, 27 years older than when Irving Berlin introduced her to the "Ziegfeld Follies," returns in a Ray Bloch showcase of beauty and light. This one can't fail to stir the most callous soul. Arrangement is superb. Top rung in this melody ladder is right behind the pay-side: well instrumentalized, with chipper pianoing.

- 4★ 15052 Ray Bloch  
ALL THE THINGS YOU ARE (Inst.)  
PEOPLE WILL SAY WE'RE IN LOVE  
(Inst.)

Another brace of heart-warming ballads, with the nod going to "B." Oldies, yes; but enough genuine appeal to bring out the coin en masse.

- 3★ 15053 Marie Greene  
TO EACH HIS OWN (V FT)  
DOIN' WHAT COMES NATUR'LLY  
(V FT)

The first side is "too little, too late"; the flip-over is neatly done—but too late nevertheless. Had "B" been released months earlier when "Doin'" was doin' big things on coin take, it would have exercised many a phono's tone arm to the limit. Keep an eye on Marie Greene; hers is a sweet, unaffected voice that sounds like it's going places.

#### SONORA

- 3★ 3014 Jerry Wald  
YOUR CONSCIENCE TELLS YOU  
(V FT)  
LAZY LULLABY (FT VC)

Your conscience and ear perception will tell you that "B" leads to the pay alley. The fresh lilt of Mary Nash's voice, Jerry Wald's neat clarinet, and a hearty slumbery rhythm earmark this one for repeat play. "A" is just so-so.

- 3★ 3021 Joe Biviano Quintette  
COPENHAGEN (Inst.)  
HONEYSUCKLE ROSE (Inst.)

Two oldies with novel arrangements, featuring Tony Mottola and Tony Colucci on the guitars, Ward Lay, bass, and Joe Biviano and John Serry on the metallic reeds. While both tunes are fast and zingy and the arrangement is different and at times reaches neat turns in the needle path, the listener has the feeling that the boys fail to draw the utmost out of them. Fair.

- 3★ 7022 Hal Horton  
DREAMY RIO GRANDE (V HB)  
RHYTHM IN THE HILLS (V HB)



#### ANDY RUSSELL

WITH PAUL  
WESTON AND  
HIS ORCHESTRA

'The More I  
Go Out With  
Somebody Else'

'You Are Everything To Me'

CAP 310

#### JO STAFFORD

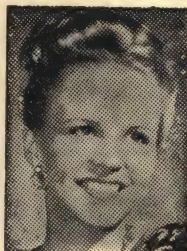
WITH PAUL  
WESTON AND  
HIS ORCHESTRA

'YOU KEEP  
COMING BACK  
LIKE A SONG'

From Paramount's "Blue Skies"

'THE THINGS WE DID  
LAST SUMMER'

CAP 297



#### PEGGY LEE

WITH DAVE  
BARBOUR AND  
HIS ORCHESTRA

'AREN'T YOU  
KIND OF GLAD  
WE DID?'

From the 20th Century-Fox picture,  
"The Shocking Miss Pilgrim"

'IT'S ALL OVER NOW'

CAP 292

#### JACK SMITH

WITH  
ORCHESTRA

'Je T'Adore'

'Why Did I Have to Fall in  
Love With You'

With the Sportsmen

CAP 312



#### BILLY BUTTERFIELD

AND HIS  
ORCHESTRA

'Star Dust'  
Instrumental With  
Trumpet Solo  
by Billy  
Butterfield

'Sooner or Later'

From the Walt Disney Picture

'Song of the South'

Vocal by Pat O'Connor

CAP 305

#### TEX WILLIAMS

AND HIS WESTERN  
CARAVAN

'Rose of the  
Alamo'

'The California Polka'

Vocals by Tex Williams

CAP 302



COIN  
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1946



Both numbers show tendency to drag, especially "A," which is supposed to be dreamy but in reality is more soporific. Hal Horton is billed as a hill-billy singer whose "style and originality are not usually found in Western songsters." Hal does show flashes of brilliance, but the arrangements don't showcase him to best advantage.

#### VICTOR

- 4★ 20-1976 Sammy Kaye  
ZIP-A-DOO-DAH (V FT)  
SOONER OR LATER (V FT)  
(You're Gonna Be Comin' Around)

A couple of cuties, with little Kaye sway but plenty of snap. Firster is a sprightly, chirpy, catchy ditty. The lyrics don't make sense and that's usually a sign of a smash hit. From Walt Disney's forthcoming film, "Song of the South," it may be a Hit Parade ere long. Second is a whimsical, bouncy number, with Betty Barclay in top form and Drummer Ernie Rudisill's knock-knock interpolations adding an extra something to a tune that already has a little extra something.

- 5★ 20-1978 Dennis Day  
THE WHOLE WORLD IS SINGING  
MY SONG (V FT)  
APRIL SHOWERS (V FT)

The heart-warming vocalizing of Dennis Day and the magical batoning of Russ Case push the top to the front of the pay-line. Under the Day-Case superb synchronization, it packs vibrant quality that will keep the whole world humming. The under-tug is fair fare, and would have clicked better except that the orchestral accompaniment while Day is tenorizing strikes an unresponsive chord. Both are from "The Jolson Story."

- 4★ 25-1070 Henri Rene  
LA RASPA (CHILE POLKA) (Inst.)  
LITTLE BROWN JUG (Inst.)

A pair of sparklers to lift the most sullen spirits. Rhythm is light, swift, treated with a finger-nail touch. On the under one, Rene and his Musette Ork take the "Little Brown Jug" and administer a polishing job that sets it up for heavy volume play. Both arrangements are nothing less than nifty.

- 3★ 20-1961 Herbie Fields  
JALOUSIE (Jealousy) (Inst.)  
AMONG MY SOUVENIRS (Inst.)

"A" is poignant, haunting, cleverly arranged and well handled; "B" is peppier but retains the poignant qualities. But for automatic music mer-

chants—only fair; they lack the intangible qualities of appeal that make for heated needles.

- 3★ 20-1962 Herbie Fields  
I GUESS I'LL GET THE PAPERS (And  
Go Home) (FT VC)  
THERE'S NOTHING THE MATTER  
WITH ME (FT VC)

On "A" Herbie Fields' vocal refrain subtracts play from a number beautifully done, arranged with the smoothness of a glass top. On the under-biscuit an even poorer vocal notches it lower than the over-side, with Marianne Dunne giving out in a voice that grates on the ears.

- 4★ 20-1972 Vaughn Monroe  
THE THINGS WE DID LAST SUM-  
MER (V FT)  
MORE NOW THAN EVER (V FT)

Tops. Vaughn Monroe's shoulder-swaying, toe-lifting style of music is irresistible and these vehicles are made to order. "B" is perky but still retains its dreamy sweetness. Monroe leaves no loop-notes on the vocals, while the Moon Maids blend their best on "A."

- 3★ 20-1956 Henry "Red" Allen  
IF IT'S LOVE YOU WANT (Baby,  
That's Me) (FT VC)  
COUNT ME OUT (Inst.)

Race spots will go for "A" and all the live-jumpers and jazz addicts will join on "B" and tear the roof off. Allen keeps his boys on the platter in the front-side, but the mad-cappers go slightly berserk in a wild assortment of sound on the under-tunder.

- 3★ 20-1958 Tommy Dorsey  
GOTTA GET ME SOMEBODY TO  
LOVE (FT VC)  
THAT'S MY HOME (FT VC)

A plaintive and pretty pair. Some very beautiful and well-arranged strains on "A" but on the whole both fail to hit TD's usual heights.

- 4★ 20-1963 Sammy Kaye  
TOUCH-ME-NOT (V FT)  
THE OLD LAMP-LIGHTER (V FT)

An unbeatable duo. Topper is cute, clever, with toe-trilling accompaniment and the sprightly little-girl voice of Betty Barclay. The under-tune doesn't miss a melodic trick; Billy Williams and Choir make an enchanting team.

- 3★ 20-1950 Betty Hutton  
WALKIN' AWAY WITH MY HEART  
(V FT)

#### WHAT DID YOU PUT IN THAT KISS? (V FT)

Bouncin' Betty fails to gong the bell for more than an average peal, although the mad-cap songstress' fans will argue long and loud to the contrary. On the first one, Betty changes her singing pace from full-throated delivery to little-girl falsetto, amid other vocal antics. On the reverse, the Bombshell adds a neat "broken record" twist but while it is novel, it is a bit over-done.

- 4★ 20-1951 Tex Beneke  
THE WOODCHUCK SONG (FT VC)  
PASSE (FT VC)

Beneke shows fine versatility. The bright, hoppy "A" side with cute, contagious lyrics, featuring Beneke at the vocals and sax-soloing, is a novelty tune which should click. Nothing is left undone. "B" starts off splendidly; the listener feels he can shut his eyes and wing off into space; but soon after the start of the vocal chorus, this disc loses something and keeps losing it until the finish. The nod goes to "A."

- 4★ 20-1952 Sons of the Pioneers  
OUT CALIFORNIA WAY (V HB)  
YOU'RE GETTING TIRED OF ME (V  
HB)

The Sons put plenty of paprika in this pair. Their style is infectious and pleasing. Side "A" loses the inimitable Sons' touch toward the finish, slacking off in effect, but there's plenty of coin on both sides notwithstanding.

- 3★ 20-1959 The Dardanelle Trio  
AFTER YOU GET WHAT YOU WANT  
YOU DON'T WANT IT (V FT)  
BOOGIE IN BEE (Inst.)

The release sheet says, "The Dardanelle instrumental combination is characterized by a refreshing lift in their music-making." Could be. But this pair isn't the kind that'll make heavy money in any location. Piano and guitar combine for some neat sessions on "B" but on the whole, save these for stock fillers.

- 4★ 20-1947 Dennis Day  
YOU KEEP COMING BACK LIKE A  
SONG (V FT)  
REMEMBER WHEN YOU SANG "OH  
PROMISE ME" (V FT)

A hauntingly beautiful duo. The Shamrock-style singing of Dennis Day is a perfect vehicle for these two heart-tuggers. Russ Case's ork unlimbers the sweetest strings you ever heard on "B."

#### LINDEN

- 4★ 09 Freeman Clark  
DILL PICKLES, BLACK & WHITE  
RAG, DUSTY RAG (Piano)  
TWELFTH STREET RAG (Piano)

This new label hails from Seattle and first review disc to reach us is honky-tonk pure and simple. Freeman and Clark at the piano, with a fetching musical group, bang out some Dixieland piano that will bowl 'em over in the beer bistros. Lots of loud piano work with incidental wise cracks will account for lots of repeat plays. Try it.

#### MAJESTIC

- 4★ 1071 Eddy Howard  
(I Love You) FOR SENTIMENTAL  
REASONS (V FT)  
WHY DOES IT GET LATE SO EARLY  
(V FT)

The flip-over is "it." Eddy, the ork, and the trio shine forth with a coin-clicker. It's peppy, catchy, and melodious. Top side is slow and sweet.

- 3★ 9001 Slim Gaillard  
POPIY POP (Motor Sickle) (V N)  
SLIM'S JAM (V N)

Only Slim's fans will go for these. The title describes "A" pretty well. Under-toss is clever, and charmingly informal, but for phono spots—uh uh.

COIN  
MACHINE  
REVIEW

40

FOR  
NOVEMBER  
1946

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Bill Anson and  
Bobby Worth

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HEART"

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- 3★ 9002 Slim Gaillard  
**DIZZY BOOGIE** (Inst.)  
**FLAT FOOT FLOOGEE** (V N)  
 These are swing fan dishes. First is dizzy but  
 coiny, and carries a sharp, toe-buffing beat.  
 Underside provides some neat instrumental calis-  
 thenics.
- 3★ 9003 Slim Gaillard  
**MEAN PRETTY MAMA** (N V)  
**EARLY MORNING BOOGIE** (V N)  
 "A" flip hits a few screech peaks but in the main  
 is dolorously draggy. Slim takes over the key-  
 board on the "B" side and saves this disc from  
 extinction.

- PEERLESS
- 4★ 2376 Miguel Aceves Mejía  
**NADA ES VERDAD** (Bolero)  
**MI NEGRA** (Danzón)  
 First side is one of the best boleros to appear  
 recently. Good rhythm and a catchy tune belie  
 the sadness implied in the refrain "I am now  
 convinced that all is a lie; that nothing is true."  
 Vocalist and Juan S. Garrido's ork both turn  
 in a good performance. Second side is average—  
 good for dancing.
- 4★ 2402 Vicentico Valdés  
**CHAMPU DE CARINO** (Son mon-  
 tuno)

- DICE MI GALLO** (Guaracha)  
 A pair of good novelty numbers with the  
 "native" touch. Recommended to give diversity  
 to your program.
- 3★ 2406 Orquesta Tropical  
**ECUCHA MI CANTA** (Son afro)  
**CALIENTITO** (Rumba)  
 These recordings sho-nuff bear a breath of the  
 tropics. The son afro number has the decided,  
 strong beat associated with that type of music  
 and a break in the middle followed by a stepping-  
 up of the tempo. Rhythm of flip-over holds up  
 evenly despite interpolations.

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(Ozie Waters and the Plainsmen)

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### ROLL 'EM OVER DRIVIN' NAILS IN MY COFFIN

(Dick James and the Coast Ranch Hands)

8002—Sure-fire hit tunes for every spot

### I WONDER WHO'S KISSING HER NOW and DOWN MELODY LANE IT'S ALL OVER NOW and DOWN MELODY LANE

(Wayne Gregg and Jack McLean)

8001—Still going strong

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10. 10 MINUTOS MAS 2196
11. DE CORAZON A  
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3★ 2408 Toña la Negra  
NOCHE DE RONDA (Canción vals)  
TALISMAN (Canción bolero)

Toña, backed by Noé Fajardo's orchestra, gives a good rendition of two of Augustin Lara's compositions. Rating of all three—Toña, Fajardo, Lara—is tops but whether these particular numbers ring the bell for extra heavy plays remains to be seen. At any rate, try them for fillers.

ALBUMS

CAPITOL CD-36

JOHNNY MERCER and the PIED PIPERS. Mindin' My Business, Should I, One For My Baby, Embraceable You, Memphis Blues, St. Louis Blues, Alexander's Ragtime Band, I Guess I'll Have to Change My Plan.

The intimate singing of Mercer, backed by the superb vocal work of the Pies, make this set of tunes ideal fare for automatic phonographs. Tunes are all old semi-standards and can be used over and over again. Paul Weston's orchestra accompanies. Very good.

CAPITOL BD-31

MEMORY WALTZES featuring Frank Devol and His Orchestra. I'll See You Again, Jeannine I Dream of Lilac Time, Parlez Moi D'Amour, In A Little Spanish Town, Three O'Clock in the Morning, Wonderful One, One Night of Love, Shadow Waltz.

A notable collection of eight American waltz favorites but a bit too toney for the average phono location. Numbers are symphonically arranged and feature a trombone choir, four French horns and a section of 6 cellos to augment the regular string section. A refreshing album but discs should be carefully spotted.

CAPITOL BD-27

TEX RITTER sings San Antonio Rose, Blood on the Saddle, Try Me One More Time, The Chisholm Trail, Boll Weevil, Bad Brama Bull, Rounded Up In Glory, Rye Whisky.

Here is about as fine a collection of authentic sage-and-cactus balladry to come out of the platter factories in a month of full moons. Tex's drawing baritone packs a lot of fascination and the String Band backing up is ace high. If you've western and hillbilly spots use these discs.

MAJESTIC M-4

BERNIE KAAI and His HAWAIIANS. My Pupule Lio, Lei Aloha, Hula Lullaby, Hawaiian Lei of Love, Drums of Life, Steel Guitar Boogie.

For low and medium volume set-ups these Hawaiian numbers will please. For general phono use they are weak. Vocals are split betwixt English and Hawaiian and music sticks to the same pattern—a blending of a few Hawaiian instruments with muted brass. Use gingerly.

MAJESTIC M-5

ELLA LOGAN singing Loch Lomond, America I Love You, It's A Long, Long Way To Tipperary, There's A Small Hotel, A Little Bit of Heaven, Give My Regards to Broadway, That Old Feeling, Book At My Bedside.

Although no information is available this is likely a routine of songs La Logan sang while entertaining the boys overseas. It is a balanced variety program with Frank DeVol orchestra accompanying. Nothing here to get excited about. "Long Way To Tipperary" is best of lot for automatics. Rest are so-so.

VICTOR S-45

CONTINENTAL GAETIES featuring Mischa Borr and His Orchestra with soloists and chorus. Overture, Mare Moja Blanka, Romanian Medley, Poliushko, Plaisir D'Amour, Der Wind Hat Mir Ein Lied Erzählt, Tamo Daleko, Ko' Lipi San, Adella, Grandma's Music Box.

The gaiety and romance of Old Europe is vividly re-created in this series of selections. The ten sides present varying moods ranging from the sidewalk cafes of Paris to the brilliant pageantry of Balkan capitols. Featured artists are international favorites and these records will gain widest acceptance and repeat play in spots frequented by Europeans. An exceptionally beautiful group of colorful numbers, splendidly interpreted by brilliant artists.

\* \* \*

And then there was the Scotchman who wrote the editor saying that if any more Scotch stories appeared he'd quit borrowing the magazine.

# Pop. Poll

October, 1946

## On Phonographs—

1. Five Minutes More  
Frank Sinatra—Columbia
2. To Each His Own  
Eddy Howard—Majestic
3. Rumors Are Flying  
Frankie Carle—Columbia
4. South America, Take It Away  
Andrews Sisters, Bing Crosby—Decca
5. If You Were the Only Girl  
Perry Como—Victor
6. I'd Be Lost Without You  
Guy Lombardo—Decca
7. Surrender  
Phil Brito—Musicraft
8. Doin' What Comes Natur'lly  
Dinah Shore, Spade Cooley—Columbia
9. September Song  
Walter Huston—Decca
10. They Say It's Wonderful  
Perry Como—Victor

## On Radio—

1. Five Minutes More (Frank Sinatra)
2. Rumors Are Flying (Frankie Carle)
3. To Each His Own (Eddy Howard)
4. South America, Take It Away (Andrews-Crosby)
5. The Coffee Song (Frank Sinatra)
6. Ricketty Rickshaw Man (Eddy Howard)
7. Ole Buttermilk Sky (Kay Kyser)
8. My Sugar Is So Refined (Johnny Mercer)
9. I Guess I'll Get the Papers and Go Home (Mills Brothers)
10. Surrender (Perry Como)

## Best Selling Records—

1. To Each His Own (Eddy Howard)
2. Rumors Are Flying (Frankie Carle)
3. South America, Take it Away (Andrews-Crosby)
4. Choo Choo Ch'Boogie (Louis Jordan)
5. Pretending (Andy Russell)
6. Doin' What Comes Natur'llly (Shore-Cooley)

COIN  
MACHINE  
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FOR  
NOVEMBER  
1946



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COIN  
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7. Surrender (Perry Como)
8. They Say It's Wonderful (Perry Como)
9. I Guess I'll Get the Papers and Go Home (Mills Brothers)
10. The Coffee Song (Frank Sinatra)

### On Wired Music—

1. Five Minutes More
2. To Each His Own
3. Rumors Are Flying
4. South America, Take It Away
5. Choo Choo Ch'Boogie
6. Surrender
7. Ole Buttermilk Sky
8. My Sugar Is So Refined
9. This Is Always
10. Shanty In Old Shantytown

### Western Hit Parade—

Tunes most requested by the listeners to the only Western Hit Parade on radio:

1. Divorce Me, C. O. D. (Merle Travis)
2. Chained To A Memory (Eddy Arnold)
3. Wine, Women and Song (Al Dexter)
4. That's How Much I Love You (Eddy Arnold)
5. It's Up To You (Al Dexter)
6. Guitar Polka (Frankie Marvin)
7. No One Will Ever Know (Roy Acuff)
8. New Spanish Two Step (Bob Wills)
9. Have I Told You Lately That I Love You (Roy Acuff)
10. Timber Trail (Sons of the Saddle)

### Sepia Hit Parade

Top tunes in colored spots supplied at press time by Otis Rene, of Excelsior Records.

1. Choo Choo Ch'Boogie (Louis Jordan) Decca
2. R-M Blues (Roy Milton) Juke Box
3. To Each His Own (Ink Spots) Decca
4. Tanya (Joe Liggins) Exclusive
5. Sunny Road (Roosevelt Sykes) Victor
6. The Drippers' Boogie (Joe Liggins) Exclusive
7. That Chick's Too Young to Fry (Louis Jordan) Decca
8. More Than You Know (Al Russell Trio) Excelsior
9. Stone Cold Dead in the Market (Louis Jordan) Decca
10. My Silent Love (Johnny Moore's Three Blazes) Exclusive



When the first pressings of Tex Williams' new Capitol record: "Rose of the Alamo" backed by "California Polka" were available, Tex put a few under his arm and hustled over to the Coral Isle in Los Angeles and presented them to M. & M. Amusement Co. to spot on their new AML instruments. Here Tex is handing the very first recording to P. W. Vogel of M. & M.

### Appoint C. D. Kemp

LOS ANGELES — C. D. Kemp, Denver, Colorado, has been appointed district sales manager for Packard Manufacturing Corp. covering Colorado, northeastern Nebraska, Wyoming, Utah, and southern Idaho, it has been announced by W. E. Simmons, Western Sales Manager of the Packard company.

A veteran in the automatic phonograph field, Kemp started with Electramuse in 1927, going from there to the Capehart Corp., Fort Wayne, Indiana, and later joining the Aireon Manufacturing Corp.

Kemp's appointment as Packard district sales manager is the culmination of a long and successful career in the coin controlled music field, Simmons stated.

### Carters Jaunt Eastward

LOS ANGELES—F. P. Carter, head of Nickabob Co., and his wife departed from Los Angeles on October 11 for an extended two week trip to Chicago and Indianapolis. They attended the NAMA Convention, taking up residence at the Ambassador East Hotel during their stay.

After the Convention, the Carters headed for Indianapolis and the Packard plant to arrange for additional large-scale shipments of the Hideaway model and to place heavy orders for the Packard Pla-mor Phonograph. Delivery of the latter is expected within a month.

### Phonomen Form Export Assn.

WASHINGTON—An export trade association, known as the American Phonograph Cooperative, Ltd., with branch offices in Chicago, New Orleans, Boston and San Francisco, has been formed by distributors for the purpose of shipping phonographs to foreign markets.

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Conceived, designed, engineered and produced by the pioneers of the automatic music industry. The best-operating, lowest costing mechanism of its kind on the market today.

**IMMEDIATE DELIVERY**

**PLA-MOR DISTRIBUTING CO.**

2534 WEST PICO BLVD.

DRexel 3276

LOS ANGELES 6, CALIF.

**South Dakota Phono Men  
In Two Day Conclave**

DEADWOOD, S. D.—Members of the South Dakota Phonograph Operators' Association arrived from all parts of the state for the recent two-day session. Mutual problems were given airing at a round-table discussion and a legislative committee, consisting of Tony Trucano, Roy Foster, Gordon Stout and Herman Fisher, was appointed.

After being guested at a banquet, members were entertained by a play, "The Trial of Jack McCall."

Vice-President Henry Klein presided over the meeting in the absence of President G. E. Baird.

The next get-together has been scheduled for December 16 and 17 at Mobridge.

**Wayne Equalizer Wins  
Nation-Wide Acclaim**

LOS ANGELES—Winning tremendous acclaim from coast to coast, the Wayne Automatic Volume Equalizer, distributed by leading jobbers in key cities, is forcing the order takers at George R. Murdock and Associates to work overtime.

Willard Wayne, who developed and perfected the device, visited Los Angeles during the past week and revealed that shipments have gone forward to every state in the union. The big problem confronting the company, he revealed, is to continue stepping up production to handle the avalanche of orders pouring in daily.

George R. Murdock, president of the firm, has been commuting between his Catalina Island home and San Francisco via United Airlines.

The Wayne Automatic Volume Equalizer is a revolutionary product which enables the location owner or operator to adjust volume so that every phonograph record plays at a non-variable, pre-determined level, without losing any of the sparkling tonal qualities of the music.

**D. & M. Music Corp. Formed**

TALLAHASSEE, Fla.—A state charter has been issued to Frank Donovan, Clayton Mathews and C. G. Stager, in behalf of their new firm, D. & M. Automatic Music Corp.

**Columbia's Ohio Pressery  
To Double Disc Output**

NEW YORK—Continuing its post-war expansion program, Columbia Recording Corp. has converted its King's Mills, Ohio plant, purchased from Remington Arms Co. in December 1944 to record making, and will achieve peak output early in 1947.

"When this plant is in full production, it will have the effect of doubling our pre-war production," James Hunter, Columbia's vice president in charge of production, declared.

The King's Mills plant is Columbia's third, the other two being at Bridgeport and Hollywood. As soon as commercial construction restrictions are lifted, the firm will build a branch in Beverly Hills. Land has been purchased, plans drawn and orders for materials placed for a fifth plant in Mexico City.

**Gutshall Bags Elk, Deer**

LOS ANGELES—Jack Gutshall, of Jack Gutshall Distributing Co., is back from a hunting jaunt to Idaho with an elk and a deer to show for his efforts. Jack was accompanied by 7 of his buddies, including Jack Pfeffer and Carol Leinert, local operators; Ray Smith, Lancaster operator; Jerry Mayo, Gutshall attorney; and three others not connected with the industry.

Group went north in two Cadillacs and two trailers and were flown in to a spot in the mountains near Grangeville. "We really held our breath when the pilot attempted a landing with a twin-motored Boeing on a small mountain meadow," related Jack. "He said he knew he could get down but he doubted if he could get up. He did it but we really kept our fingers crossed."

Snow covered the area the eight were in, and each got a deer and elk in the first three days of hunting.

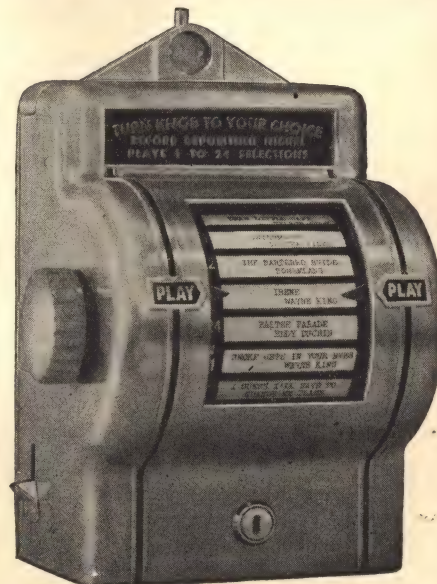
**ARA Bankruptcy Sale**

LOS ANGELES—The assets of defunct ARA were scheduled to be sold on October 22 in the U. S. District Court. The total inventory, amounting to \$670,026.09, comprised the following: Shellac, \$186,664.80; raw materials, \$17,303.37; supplies, \$22,180.71; record labels, \$15,329.60; albums (empty), \$12,857.43; estimated office supplies, \$750.00; single records, \$80,851.24; albums of records, \$14,325.27; office furniture and equipment, \$15,200.00; boiler room and maintenance equipment, \$32,602.00; mill equipment, \$22,205.50; press room equipment, \$57,001.25; plating equipment, \$36,021.40; master library (intrinsic value), \$50,000.00; protection copies of records (intrinsic value), \$105,000.00; trucks, \$1,733.52.

**Two Phono Men Join K.C. Firm**

KANSAS CITY, Mo.—Automatic Coin Machine Co., phonograph distributors, have added two to their staff: E. H. Hamilton, who formerly headed Packard's Tulsa office, and W. C. Comer, experienced in radio and electronics.

Hamilton will tour Kansas and Western Missouri as a salesman; Comer will take active part in the company's sales and service program.



**We Are Now  
Delivering**

**PACKARD  
(PLA-MOR)**  
SELECTIVE REMOTE CONTROL

The most outstanding remote control box in the entire music field... that's the PACKARD PLA-MOR! Thoroughly proven over the years, and still the most popular box on the market.

Send in Your Orders Today

**PAUL A. LAYMON**

1503 W. PICO BLVD.  
LOS ANGELES 15, CALIF.

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## PACKARD PLA-MOR HIDDEN UNITS ON DISPLAY!

Deliveries Being Made Daily  
**PLACE YOUR ORDER NOW  
FOR QUICK DELIVERY!**

- It's an Operator's Dream
- It's a Poem of Simplicity
- It's Even Better Than We Told The Boys It Would Be
- It's America's "Mostest" Phonograph for the Money

Exclusive H. C. Evans & Co. Distributors in Southern California and Arizona for "BANGTAILS WINTER BOOK," "LITTLE DUKE," "CASINO BELL," "BANG TAILS," "GALLOPING DOMINOES."

## PACIFIC COAST DISTRIBUTORS

1347 West Washington Blvd. Richmond 5527 Los Angeles 7, Calif.

### *Wired Music Helps Sell Furs*

Although rather skeptical at first of the advisability of installing wired music in their downtown fur store, Leppert Roos of St. Louis, one of the largest retail furriers in the mid-west, are more than satisfied with the results. "We wouldn't be without it now," says Frank Gollhofer, manager of the downtown store. Gollhofer was so well pleased that after the speakers were set in the store he called Bob Richardson, who operates Wired Music, Inc. of St. Louis, and had a speaker set up outside his office. "If I want music I open the door, if I have a conference I close the door," states Gollhofer.

Music is relayed into Leppert Roos by seven speakers on the first floor, one on the mezzanine, one in the shipping room, and six speakers on the second floor of the store. The store is newly remodeled so the installation of Wired Music was accomplished at the same time.

The six speakers on the second floor are arranged so two are near the open topped fitting rooms. This makes the rather tedious job of fitting a great deal more pleasant for both customer and salesgirls. Above the wrapping table in the shipping room is a speaker to make the job of shipping room clerk a much more enjoyable occupation. One speaker in the middle of the mezzanine handles that department very well. Arranged in a semi-circle are the speakers on the first floor. The husband who accompanies his wife on a shopping tour finds the music a very pleasant diversion.

Music provided plays almost continuously

from 8:00 in the morning until 5:00, the closing time of the store. The selections played range through classics, popular music, novelties, with no commercials and no vocals of any type. Vocals are out, according to Gollhofer, for the music is to be felt rather than heard. If vocals were used it would interfere with the effective sales talk.

One of the outstanding features of the Wired Music set up at Leppert Roos is the arrangement of the speakers flush with ceiling. The music outlets are chromium and seem to be indirect lighting outlets. This feature blends inconspicuously with the new modernistic interior of Leppert Roos.

As to the response—the customers by large seem to enjoy the extra service immensely. If for reason a customer has to wait it makes the waiting more enjoyable. There are a few who have expressed a mild complaint, but as Gollhofer says, "Some people would complain if you gave them a pink elephant." The music is especially

restful to the salespeople at the end of the day when nerves are frayed and feet are tired. The volume of the music, keyed to a low pitch, is not heard by the salespeople during talks with customers.

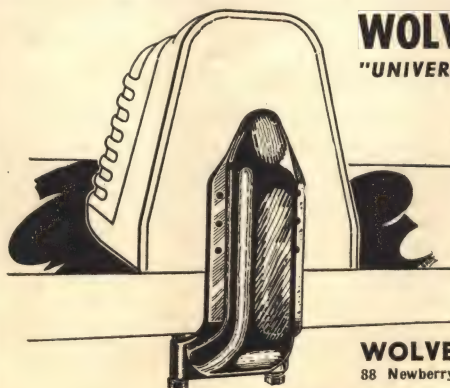
"We can't say that the volume of business is any better since the installation of the musical service," says Gollhofer, "but we can definitely say that our personnel appreciates it and the adoption of the service was well worth the expense."

### He Removed The "Bug"

DEADWOOD, S. D.—Phonograph service men are called on to perform some strange duties sometimes.

Tony Trucano was busy working in his shop when the phone tinkled, and an excited feminine voice said, "This is the waitress over at \_\_\_\_\_ cafe. Hurry and send a man over to get a cockroach out of the wall box."

A man was dispatched immediately.



### WOLVERINE BAR BRACKET "UNIVERSAL FITS MOST ANY TYPE BOX" PRICE \$3.45 EACH

#### ITS ADVANTAGES

No screw holes to mar counters, cable is hid from tampering, extra strong and light weight, made of aluminum, solidly mounted protecting back of box from hitting, ease of installation and neat appearance.

#### INSTALLATION

Drill 3 or 4 small holes in back of box for small studs to go thru and screw into tapped holes in bracket, at same time drilling hole in back of box for cable, large studs tighten up under counter, drawing box solidly to counter.

**WOLVERINE ENTERTAINERS, Inc.**  
88 Newberry St. Pontiac, Michigan  
Phones 8550-2-8851  
Quantity Prices for Distributors.

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On hand to greet Aireon president, R. C. Walker, during his Los Angeles visit were, front row left to right: Fred B. Ferra, operator; Frank Navarro, Aireon distributor; Leonard E. Baskfield, E. T. Mape general manager; Walker; Ray Powers, Mape L. A. manager and Frank Showalter, Santa Ana distributor. Standing, left to right: Joe Yriarte, Navarro serviceman; Tom Hemmes, Navarro office manager; Nels Nelson, co-distributor; Ed Wisler, Aireon district sales manager; L. H. Chase, Las Vegas operator; and John Martell and Max Travis, of Showalter Associates.

### New Operators in Detroit

DETROIT—Ex-Armyite Albert Raskin has purchased a goodsized route of phonographs from Ideal Music and is now operating under the Bond Music Co.

Another war veteran, Morris Vaylar, has established a phonograph route. Vaylar is a cousin of Cig Operator Theodore Polemiadis.

Myer Brenner and Morris Richman have launched Triangle Vending Co.

### Phono Tax Ruled Out

YOUNGSTOWN, O.—Ruling that the ten dollar phonograph tax is a business tax and as such could not be made effective unless voted by the people, the District Appellate Court upheld a lower court's decision, kayoing the fee.

## New Aireon Distributors Appointed by R. C. Walker

LOS ANGELES—Aireon Mfg. Co. has appointed Nels Nelson and E. T. Mape Music Co. co-distributors for the Southern California area to work in cooperation with Navarro Distributing Co. Appointments were announced by R. C. Walker, president of Aireon, at a recent dinner meeting. Walker spent two weeks on the Coast, dividing his time between San Francisco and Los Angeles.

A one-day service school was held at E. T. Mape Music Co. for the new co-distributors and their shop men, conducted by Ed Wisler, western district sales manager, who was aided by Mel Metzger and "Lil Abner" Yocum, Aireon engineers.

Wisler has opened offices at 1027 N. Highland Ave.

### New Plastic Record

NEW YORK—21/1000 of an inch thick . . . A ten-inch record weighing little more than an ounce . . . All the tonal quality of vinylite plus the flexibility of a sheet of paper.

Those are some of the outstanding features of the Kleber patent, whose Western Hemisphere rights have been acquired by Music You Enjoy, Inc., manufacturers of children's seven-inch records. Licensing of manufacturers for pressing these new platters has begun.

Because of their thin weight and unbreakability, convenience in shipping and decreased transportation costs are advantages which are destined to spur sales. Early indication of their coming popularity was revealed at the initial demonstrations which resulted in orders for ten million discs.

Price compares favorably with shellac records.

### Phono Outdraws Band

NEW YORK—If possible, wrote Danton Walker in his "Broadway" column in the *New York Daily News* of September 20th, Gotham gets goofier every season. "To keep the help happy and his lady customers in a romantic mood, Walter Florell has hired a cocktail trio to play request numbers in his Madison Avenue hat salon. . . . A juke box in the cocktail lounge of the Glen Island Casino is outdrawing name bands one flight up."

\* \* \*

Every modern miss is determined to put up a good front or bust.



Leslie Slack, who operates in and around Grand Rapids, Michigan, was quick to respond with a new Rock-Ola when Wurzburg's—leading department store—wanted a phonograph to highlight a Teen-age window. Good publicity for all concerned.

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# MUSIC OPERATORS

## STRIKING MIRROR COVERED CABINETS AND MIRRORS FOR BUILT-IN JOBS

For those better spots where location owners want the music built-in and decorated in keeping with the whole interior design. Will cost you much less than the usual installation and will earn you 70 to 100 per cent more profit. "Doc" Wieties, well-known Los Angeles music operator, will vouch for this statement.

CARVED DESIGNS, SPEAK HOLES AND LETTERING IN MIRRORS WITH TRANSPARENT COLORS AND ILLUMINATED ON BACK SIDE. OUR SPECIALTY IS SANDBLASTING, ETCHING AND COLORING OF GLASS MIRRORS AND PLASTICS.

WE ALSO BUILD GLASS-COVERED CABINETS FOR WIRED MUSIC SYSTEMS AND AUTOMATIC PHONOGRAPHS.

MAIL US A ROUGH SKETCH OF YOUR NEEDS.

**H. R. MILLER & CO.**

5851 Avalon Blvd.

ADams 5817

Los Angeles, Calif.

## END INSTALLATION HEADACHES

Standard Brands

### Automatic "Trigger-Action" Staple Gun



Guaranteed to save you up to one-third the time normally required for the usual type music wiring installation job. Staples automatically fed to the nozzle—light pressure releases them one at a time to any depth desired. Similar guns retail nationally for from \$5.00 to \$6.00. Now mass-production economies enable us to offer the music operators of the nation this handy, time-saving tool at \$3.70 each, \$42.00 per dozen. Order 1 or 100 TODAY.

**Badger Sales Co.**  
1612 W. Pico Blvd.  
Los Angeles 15, Cal.  
All Phones: DR. 4326

**Badger Novelty Co.**  
2546 N. 30th St.  
Milwaukee 10, Wis.  
All Phones: KIL. 3030



## BALTIMORE

(Continued from Page 16)

to start recommending ways and means of increasing city revenue. Kelly's proposal, based on a letter printed in *The Evening Sun*, was one of the methods mentioned. The City Hall wants to get the new revenue without raising the property tax, this being an election year. If any funds are obtained, therefore, it will probably be at the expense of some specialized group.

3. The Sherbow Commission on the Distribution of Tax Revenues has just issued a report recommending a sweeping series of tax reforms which would increase Baltimore's yearly slice of state revenues by nearly \$6,500,000. Among other things, the Commission suggested more equitable distribution of money collected by the state from horse racing and income tax. If the Legislature adopts these reforms, that will be a big chunk of dough the city won't have to raise by taxation.

4. B. J. Fine, whose Empire Coin Machine Co. is right across the street from Kelly's automobile salesroom, has had a friendly chat with the Council President, who told B. J., "Remember, it's only a proposal; not all proposals become law."

Perhaps now the local coin bizmen can breathe more easily and do less turning in their sleep.

One other worry they have, however, concerns spare parts. Nearly all spots visited this month reported a grave shortage of those little bits of metal and wire so vital to the functioning of machines. At the Roy McGinnis establishment, Earl Lipe said, "Parts are worse now than they ever were during the war. They tell us to keep the old stuff running until new equipment becomes available. That's much easier said than done."

Mrs. Maurie Hammen, who keeps an eye on secretarial matters for Hub Enterprises, was busy playing an Exhibit *Big Hit* when this reporter dropped in. Joe and Glen, the Hub porters, tried out a Chicago Coin *Spellbound* and rang up 94 free games on one play. The catch? A ball got stuck on a piece of rag and just kept jogging away at a 1,000 bumper. The ringing bell and flashing lights combined to produce a Fourth of July effect down there on South Charles.

Fred Meyer, salesman for the Ben H. Golob Co. of New York, recently scored high with sales of Tradios in Baltimore. Fred reported "a good contact" with Aaron Folb's Phoenix Novelties and said that Aaron is now the biggest operator of these coin radios in this territory. Tradio, which plays for one hour for a quarter, is in a nifty all-steel cabinet. This was his first selling venture in town, but he hopes it won't be his last.

Ted Posner, who just entered the operating field for himself, has been entertaining in the nite spots. Business must be okeh. . . . We are glad to see J. J. Speers back on his feet once more after a severe cold. . . . Vernon Willey has returned to town from his summer cottage on the Chesapeake Bay.

Jack Berman and Sid Merenstein are expecting to enlarge their modernistic Economy Supply Co. building. Jack is issuing a warning to the general public to steer clear of Sid Davis and his racing tips. "He's sure to break you," Jack says. When you're in Baltimore, by the way, the boys say to drop in and see Jeannie, their secretary.

Sam Aronson has just gone into business as U-Need-A Cigarette Service. His employees are William Hunt, service manager; Charles Johnson and Joseph Jantz, servicemen; Elizabeth Hunt, secretary; Nancy Sidaway, bookkeeper. Sam had no trouble getting either machines or cigarettes and is featuring U-Need-A Pack machines. Good luck to you, Sam.

Up at Frigidrink Dispensers, Vic Rubin reported business as usual—very good. . . . Muzzie Mazer, another of the local gentry who got slapped down by illness, is also back at the job again. . . . Art O'Mealia and Sol Silverstein, partners at Hub Enter-

prises, did lots of fishing this past summer, but if they caught all they claim, there mustn't be another creature with fins left in the Bay, not even a minnow.

Mischa Auer, screen and stage funnyman, interviewed by a *Sun*-papers writer on a recent visit to town, had a comment concerning coin-operated radios. Mischa was in a rage when the reporter entered his hotel room. "So what happens?" the Mad Rooshian said. "So this room's got a two-bit radio—a radio that plays two hours for two-bits. And my two-bits is in the slot, and I'm right in the middle of the gruesomest mystery play, and the strangler's got his hands at the throat of the bewtiful heroine. So what happens? So my quarter runs out and the radio shuts off!"

In last month's REVIEW we mentioned a youth who was shot in the arm but got away when he tried to break into a bowling alley. Keys for opening pin games were in the pocket of the coat he left behind. The boy, only 17 years of age, has now been apprehended by the police and is being held on four charges of burglary, two of larceny and one of attempted burglary. Nothing further has been said concerning those keys.

Seen in town lately were Georgie Parker and Joe Applegarth, popular ops of Cumberland and Cambridge, respectively. Both were looking fine. . . . Stacey Lewis and his big smile were also in from the Eastern Shore.

Ernest Waldrop is happy over receipt of some Genco *Whizz* games, first new machines he has gotten for a long time. Ernie, who handles Genco items for the whole state, is also expecting some five-ball jobs. Fred, his son, has just been discharged from the Navy after 18 months in blue and is now freshman at the junior college set up in the Towson State Teachers'

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READY NOW FOR  
IMMEDIATE DELIVERY!

# KWIK-NIKLES

Streamlined  
COIN CHANGER

It's fast! A light touch of the handy lever delivers five nickles into your palm. Can't miss, can't fail. Pays for itself in time saved!

- Sturdy — All Metal!
- Feather Touch Operation!
- Holds a Full 200 Nickles!
- Guaranteed Accurate!
- Wall or Counter Mount!
- Plated Solid Brass Tube
- Distributors Wanted — Write for Discount Deal!



9.85

JOBBER'S LIST PRICE

**McPHERSON MFG. CO.**  
501 E. 34th STREET TACOMA 4, WASH.

## KWIK-NICKLES

Streamlined  
Coin Changer

Solid Aluminum  
Casting  
Polished  
Chrome  
Holds \$10  
in Nickles

Guaranteed Accurate

\$9.85

Each

— SEE —

**PAUL A. LAYMON**  
DISTRIBUTOR

1503 West Pico Los Angeles 15





College. He hopes to be a lawyer someday. The Waldrop firm, incidentally, celebrated its first anniversary on October 1.

Art Varsubsky, although handicapped by an infection in one foot, still gets around as much as ever. It takes a lot to stop Art. . . . Bamie Solomon nips up to New York several times a month to see the fights at Madison Square Garden.

Everybody from the Senator Coin Machine Co. had a fine time during their vacation at Atlantic City over the Labor Day week-end. Sol Silverman, the owner, paid for it all out of his pocket. After a trip to New York on business, Sol reports that things seem to be opening up. "There is quite a lot of equipment coming through," he said, "especially in arcade games and music boxes. The outlook in Baltimore is very bright for the coming fall and winter."

On the other hand, B. J. Fine says, "We can't look for any good returns until more people get back to work. The strikes have been holding things up and the high cost of living is taking some of the money that ordinarily would be left over for machines." B. J., by the way is one of the oldest ops in town. His Empire Coin Machine place was established in 1925 and is still going strong. Back in 1928 he was president of the coinmen's association, but it didn't last for long. "An association never sticks in this town," he said, "I don't see a need for one now. The only time one comes about is when pressure of some sort is put on the local industry—outlawing machines, new regulations, etc. As long as things are like they now are, there is no necessity for one."

Aaron Goldsmith, another of the Hub partners, has been seen in Atlantic City. He is feeling much better these days, but he still has that old complaint—he can't get enough Rock-Olas for everybody.

Two Parkway employees, Calvin Frad-

kin and B. Jacobs, have been discharged from the service and are salesmen once again.

Art O'Mealia says *Spellbound*, the new Chicago Coin five-baller, is clicking in a big way in Baltimore. Operators tell him it is the answer to their dreams. . . . The boys are also raving about International Mutoscope's *Atomic Bomber*.

At Merit Music Service, Morrie Silverberg reported that he is branching out into wired music and is in the process of making the first installations. He is happy over arrival of Keeney *Bonus Super Bells* and some music boxes, but he is still looking for a new building and having no luck whatsoever. Morrie has decided to concentrate on Rock-Olas altogether, going away from Wurlitzer. Charlie Boyle, an ex-GI, is doing amplification work for Merit. Morrie has been advertising in the papers for mechanics—experienced men only. Everyone imaginable has been applying, however. "I've interviewed men who said they had seven to ten years experience, but they couldn't even put a wire in right. I want only the best."

Sam Shapiro, one of this town's most popular operators, was very successful at the pony tracks this past summer. He was out there every chance he got, and no doubt he has been reading everything that's printed about the receiving barn controversy which nearly caused all Maryland tracks to close down.

Frank and Joe Corbi are very busy lads these days, enlarging their routes. . . . Brantley Watkins hopped into town from the Eastern Shore on one of his hurried buying trips, while Rudy Stubbs was around picking up some music boxes.

Two other boys who are busy as bees are Al Bulmash and his right-hand man, Max Friedman, who are kept on the go with their many business interests. Among other things, Al is part owner of the

classy Hillen Lounge. . . . Hank Polsky, back from Arizona, is going into the coin biz bigger than ever before.

Earl Lipe reports that Solotone boxes are going over well at all locations. "They are just right," Earl said. "They do away with dancing, a permit for which involves a 20% tax in Baltimore. You can have all boxes on at once and still get individual music. Furthermore, they don't give out with lots of noise that brings complaints from neighbors surrounding the locations." Earl manages the local office of Roy McGinnis, with exclusive distribution rights for Solotone in Maryland, Virginia and the District of Columbia. Earl also reports that the Keeney *Three Way* has come in and is doing nicely.

Bill Kutsch, Hub mechanic, is back after a visit to the Rock-Ola factory in Chicago. His capable assistant, Harry Hale, handled things nicely during his absence. . . . Bill Marren now has a new home in Pikesville, and from the way he talks it must be one of the nicest places around Baltimore.

Also enlarging his route is R. L. Horn. Things must be picking up. . . . Charlie Harbaugh, Hagerstown op, was in town on a buying trip this past month.

Irv Polansky, owner of Automatic Sales and Service, has been fortunate regarding parts. He says it's all a matter of knowing who to see. Chief activity at Automatic these days is conversion of one-balls to automatic drop slots with motor-driven boards, making the games completely automatic. The players drop their coins in and the machine does the rest. There's no chute-pushing. All he does is bring the ball up and shoot. The firm has also been rushed with installations of *Daily Doubles*, while chrome rail installation takes up a lot of their time. Irv worked for Hub Enterprises until he opened up on his own early in July. All is going well and he has three employees at present: Ira W. Ayers, Jr., in charge of the shop; Paul Polansky, Irv's brother, working in the shop; and Nikki Augustine, secretary.

Art O'Mealia's pal, Mr. Dorsey, came to Baltimore recently and cooperated with Art in making a new singing record on the Voice-O-Graph. It's a hit with all who have heard it and they call it their "newest release."

Audrey Pennypacker has resigned from the Hub to take up housekeeping duties. Audrey was very popular and the boys were sorry to see her go.

The vending machines and music boxes are humming once again at the Homewood campus of Johns Hopkins University now that the fall term has gotten under way with a record enrollment of 1,800 students, mostly veterans. . . . Did You Know Department?: There are 64 vending machines located at Fort George B. Meade.

This tid-bit is gleaned from *The Observer*, an English paper sent to this re-

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## OPERATORS—HERE'S REALLY A "HOT" ITEM

"5-SECOND HEAT"

### SPEED IRON SOLDERING GUN



The most widely acclaimed soldering tool in universal use today. No longer need you sit around a location 30 minutes to an hour waiting for an iron to heat up or cool down to do a ten-second soldering job. Air-cooled transformer built right in. Heats only when trigger is pressed. Adjustable tip enables you to reach those "hard-to-get-to" spots. Speed iron complete with extra tips.

**\$12.95** Write for Quantity Price.

**Badger Sales Company**  
1612 W. PICO BLVD.  
LOS ANGELES 15, CALIFORNIA  
All Phones: DR. 4326

**Badger Novelty Company**  
2546 NORTH 30TH STREET  
MILWAUKEE 10, WISCONSIN  
All Phones: KIL. 3030

## OPERATORS!

Since we insure hundreds of your present and prospective locations as Insurance Supervisors for the Southern California Tavern Association, is it not good business for you to insure with us?

Ask the Operators Who Do So!

# Zeigler Insurance Agency, Inc.

541 S. Spring St., Michigan 0961

Specialists—Coin Machine Industry

Los Angeles 13, Calif.



porter by his father-in-law across the waves. Alison Settle, in her column "From a Woman's Viewpoint", printed a letter from a reader, who said, "A friend of mine in the U. S. writes that the washing machine installed in the basement of her apartment house simply requires the tenant to put soap in the water, clothes in the cylinder, a coin in the slot. Then she can read for half an hour until the clothes, spun half dry, are ready to hang out. Why not have them here in England? This is a priority question; take it up." Miss Settle did take it up, with organizers of the "Britain Can Make It" exhibition, who could only show her a pre-war washer already on the market, which agitates clothes and soap and has a wringer on top. The authorities said, "We feel that the American type of spin-drying machine is useful only to the housewife with a very big load; it may cost double the older type and requires possibly three cleanings after each use." Miss Settle closed her column with this statement: "But if a coin-operated washer were shared by the tenants of blocks of flats, would it not save a tremendous amount of heavy work and repay the expense?"

A big story recently appeared on the sports pages of *The Evening Sun* concerning ticket machines. According to William Boniface, *Sun* Racing Editor, a mutual-ticket vender will probably be employed in thoroughbred racing in New Jersey next year. The machine, reported near perfection, is designed to eliminate sellers behind the windows and speed up the wagering to a point that a bettor will not be shut out even if he has hopes of the window dropping in his face before releasing his two bucks.

Eugene Mori, president of Garden State Park near Camden, has become very interested in this machine, designed by W. E. Snell, electrical contractor who did a large share of the wiring of the Garden State mutual department.

If a large quantity of the mechanical sellers can be constructed prior to the 1947 meeting, they probably will be given a trial at Jersey's leading track—one of the most modern plants in the country.

The proposed system of wagering would work as follows:

A bettor would visit the \$2 change window prior to the day's program and purchase a number of tokens worth \$2 each. Then he would be ready to start play on the first race.

Instead of approaching a selling window and calling out the number of the horse he wishes to support, as is the present system, he would face the vending machine and the process would be much the same as getting a stick of gum from a machine.

Through the use of electronics, a token which is impossible to counterfeit has been developed.

The machines are expected to speed up the selling of tickets and thereby greatly increase the mutual handle on Saturday and other big afternoons.

Moreover, it would save considerable labor. Whether this would be welcomed by the rank and file of racing is debatable, according to Boniface, for with the return of many servicemen there is considerable unemployment on race tracks today.

David L. R. Jeffreys

#### New Packard Jobber

BOISE, Idaho—Ketchersid Music Co., has been assigned southern Idaho territory as a jobber of Packard Pla-Mor products under Rainbow Distributing Co., Salt Lake City Pla-Mor distributors.

#### KANSAS CITY (Continued from Page 17)

ported the arrival of Exhibit's *Fast Balls*, *Dynamites* and *Bally Big Leagues* and a good sale of them to operators. Kenneth Daniel who operated the Amusement Service Co. here for six months, has closed his business and is now with Gilbert whom he has known for many years.

Robert McBee, Cigarette Service Co., told of J. W. Johns, manager, vacationing in Kansas. Also that the recent shipment of fifty new Rowe cigarette vending machines were working fine.

Frank W. Murray, Music Service Co., told of the arrival of fifty new Wurlitzers, *Spellbound*, *Big Leagues*, *Surf Queens* and *Dynamites*.

Marvin Twyman, Broadway Amusement

Co., discussed the "nickel nuisance" and the problems of servicing and we came to the conclusion that manufacturers could remedy this trouble by better construction.

Irwin Weiler, Consolidated Distributing Co., had Mr. and Mrs. Roy McDaniels calling and restocking for their route out of Marshall. Also Lowell Weldon, Bethany operator, adding more equipment for distribution in his territory.

The Better Business Bureau Bulletin just received warned of the prevalence of vending machine schemes. "Promoters of vending machine rackets are hungrily eyeing the accumulated savings of veterans seeking to go into business for themselves."

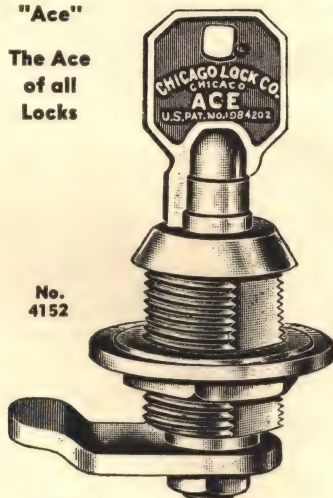
Dev Thatcher

Fashion prediction: young ladies will be wearing the same things in sweaters again next season.

## CHICAGO PATENTED Locks

"Ace"

The Ace  
of all  
Locks

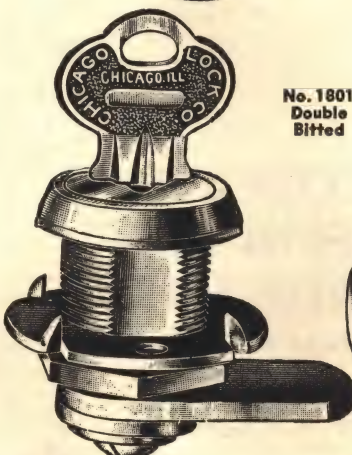


No.  
4152

### STANDARD EQUIPMENT on America's Leading Coin Operated Devices

You can't compare the Chicago "ACE" Lock with any other lock. It's different—INSIDE AND OUT! Its ingenious mechanism makes it drill-proof, shear-proof. And the Ace ROUND Key—the strongest made—defies duplication. Chicago Ace Locks can be all keyed alike or furnished to various key changes. . . . Play Safe!—Enjoy—"UTMOST SECURITY" with Chicago "Ace" Locks. Ask your distributor—or write us—TODAY.

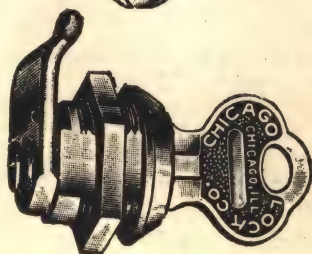
Thousands of Operators and Manufacturers have found that No Other Lock Equals the Chicago ACE Lock for Real Protection . . .



No. 1801  
Double  
Bitted



No. 3795  
Single Bitted



No. 2306  
Double  
Bitted

### There's a CHICAGO LOCK for Every Purpose

Over 100 Different Locks . . . for new equipment and replacements . . . for metal or wood cabinets . . . for vending, amusement, and musical machines . . . Ace Locks, Single Bitted, Double Bitted . . . Locks for all purposes. . . . Write for catalog complete Chicago Line.

CHICAGO LOCK CO.

2024 N. RACINE AVE., CHICAGO 14, ILLINOIS

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## CINCINNATI (Continued from Page 17)

subject of the next item. Charlie Glenn, assistant chief mechanic for operators Leonard Goldstein and Sid Block henceforth should be addressed as Senior. Eight pound Junior and Mother doing OK.

The marriage of Leonard Kanter, son of Charles Kanter, Ace Sales operator, and Helen Ruth Galpin was the occasion for a huge reception at the Marie Antoinette ballroom, Hotel Alms. Many operators, distributors and jobbers were on hand, among them Joseph Weinberg of Southern Automatic Music; Ben Goldberg of Sicking, Inc.; Ray Votaw, Argo Distributing Co., Dayton; Sam Chester, Automatic Phonograph Operator's president; Ray Bigner of Wesco; and Charles McKenney of Ohio Specialty.

Phil Ostand of K and O Music, reports that Mrs. Ostand is convalescing after a major operation.

Gratian Goldstein, wife of Leonard Goldstein, was recently in Detroit defending her 1945 title in the Women's Pairs of the National Bridge Tournament.

Operators galore came into town. From Columbus came Victor P. Valek; Robert Shepherd, from Vincennes; Bob Cooper, Greenville; Tony Sabion, Wise; Tom Hastings and Ralph Richards from Mt. Washington; Carl Ashmore, Georgetown; Bob Wright and Harry Turner, Huntington; and Lloyd Green and Garner Perl.

Charles A. Trau of Coin Machine Mart has recovered from the illness which sent him to Michigan for a short rest.

With Black Beauty and Gallant Bess cavorting on the screen, horse stories are strictly apropos now. Here's some more about Dreamer, the dream-horse of APOA prexy Sam Chester.

Visiting the horse sales near Harrodsburg, Chester saw a horse put on the block who resembled Dreamer so much he decided to purchase the steed. Unluckily, just as he was about to make his best bid the animal was knocked down to another man.

They do say that if the roll call of coinmen were made at the local prize fight arena a working quorum could be obtained, according to secretary-treasurer Charles Kanter of APOA.

Warren C. Deaton, Rock-Ola representative, attended the regular monthly meeting of the APOA while in town recently.

The lady who keeps the wheels moving

around Automatic Phonograph Owners Assn. headquarters, Elinor Batte, is back after two weeks at Pensacola, where she visited her son Jack and daughter-in-law.

Jack graduated from Annapolis ahead of time because of the emergency and served fourteen months in the Pacific theatre. He was assistant navigator on the USS *West Virginia*. He is now finishing his flight training, is a Lieutenant in the Navy, and expects to obtain his wings in February 1947.

While at the Florida port the APOA secretary visited the new airplane carrier *Saipan* and her son explained the many marvels of the vessel, an experience which is accorded to very few.

If the meat crisis continues operators are speculating as to whether closing of eating places may result with a consequent reduction in play for the coin machines.

Jerry Levy in Chicago on business and pleasure.

When Leonard Goldstein turned up with a shining new 1946 Cadillac I naturally accused him of knowing a guy. "Right," he said, "Sid and I know five guys." And he hauled out two new Dodge trucks and two Oldsmobiles.

A "trustworthy looking little fellow" was the object of a widespread search here after he had been accused of allegedly converting \$11,700 belonging to Rowland Schaefer, owner of City Sales Co., pinball machine vendors.

The man sought is Edward Elliott, of Mount Washington, who was a collector, installer and service man employed by Schaefer. He was named in two warrants charging conversion.

It is charged Elliott allegedly got \$10,000 for selling pinball machines he was supposed to have installed on a rental basis, and another \$1700 in an auto deal.

Schaefer claims Elliott came to him last July seeking employment, and claiming pinball machine experience. He claimed to own property and Schaefer regarded him as a "trustworthy looking little fellow," and gave him a job. "Little" in this case means five foot one and 140 pounds.

Everything went all right for a while, with Elliott turning over receipts for collections it is alleged he never made. Instead of renting, he was actually selling machines, according to the charge.

Two months after he met Elliott the pinball man said he gave the former \$1700 down payment on three automobiles his employee said he could obtain.

When Elliott stalled on delivery Schaefer became suspicious. Inquiry developed that the alleged auto dealer had received no down payment and that Elliott had allegedly never made the deal for the cars.

Coinmen throughout the country had better be on the lookout for the TLLF, weight 140, height 5 ft. 1, assets \$11,700.

George Keith

## HOUSTON

(Continued from Page 17)

of is Mueckes Place, a popular and well-known fishing camp. The fishing pier that extends far out into the bay is equipped with a speaker so that the fisherman may enjoy his automatic phonograph music along with his fishing.

H. M. Crowe, Crowe-Martin Distributing Co., was in Tampa, August 28th at the death of his father.

Jack Prock was recently made manager of the Houston branch of General Distributing Co. . . . Al Reeder was appointed traveling sales representative for Crowe-Martin Distributing Co. and assigned to the South Texas territory. . . . Johnnie Johnson and Earl Hoot recently became service manager and radio technician respectively for the Houston branch of S. H. Lynch Co. . . . M. R. (Jesse) James, sales representative of Coin Machine Sales Co., flies his own plane in all his travels.

A leading Latin-American operating firm is the Texas Amusement Co., owned by Buster Herrares with offices on Congress Ave. Buster serves a majority of the Spanish speaking locations in the city with automatic music.

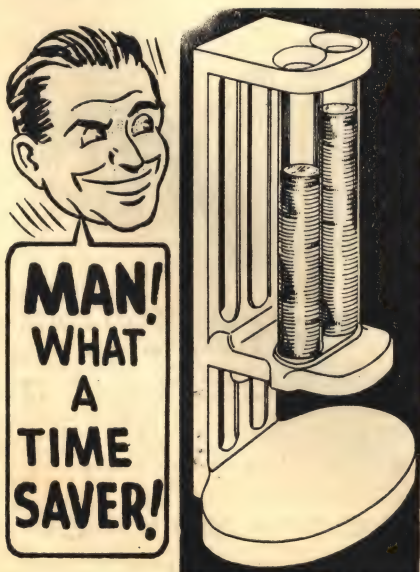
A new subscriber to THE REVIEW is Wayne Switzer, prominent local independent operator. . . . Charles Sage, Tyler operator, has sold all his operating equipment and now is engaged in the real estate business. . . . Morris Pinto, owner of Big State Amusement Co. reported excellent business and brighter future prospects.

Last month A. A. Sage, S. H. Lynch Co. Houston branch manager, attended two family events, one happy, the other sad. He sang at the wedding of his sister, Betty Jeanne at Tulsa, and later attended the funeral of his grandfather James A. Anderson of Conway, Arkansas. His grandfather was past ninety at his death and was a noted leader in church affairs and higher education and a writer of established authority on the Methodist Church. Some of his writings on Methodism are recorded at the State House of Arkansas.

John G. Wright

\* \* \*

The trouble with some movies is that they shoot too much film and not enough actors.



**MAN!  
WHAT  
A  
TIME  
SAVER!**

**ACCURATE!  
DEPENDABLE!  
TRIGGER ACTION!**

*Make change with a  
smile*

**ZIP - - - ZIP - - -**

You know it's correct. Solid aluminum construction. Mahogany krinkle finish. Non-marring or slipping base. \$5 with order or send **\$17.50** and we will ship prepaid.

PAT. PENDING

**Vend-O-Matic Sales Co.**

Ellicott Square  
Buffalo 3, N. Y.



**BOY, OH BOY!  
YOU'LL SHOUT, TOO**

See **PAGE 19**



# GET ON THE PERSONAL MUSIC BANDWAGON EVERY STOP IS BIG MONEY



**R**IDE the Extra-Profit Special, a sensational money maker wherever it stops. All over the country operators are finding how much more money there is in Personal Music boxes. Profits are limited only by the number of Personal Music boxes installed. Every location can accommodate many boxes because music is heard only in the vicinity of the box where the coin is dropped. Count it up—a coin from each box, all playing the same record.

Personal Music boxes are the finest wired music boxes that sound engineers have so far produced. No "hope it fits" assembling here—every unit of a *Measured Music\** system is synchronized to deliver clear-toned, uninterrupted music with the smallest amount of attention. The high quality music tone and even volume are unique features obtained through our *automatic volume control* built into the studio amplifier.

\*Reg. Trade Mark

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## CHECK THESE PERSONAL MUSIC FEATURES:

1. Personal Music boxes are the smallest music boxes made—only 6¼" high—takes up less space in crowded locations.
2. Personal Music boxes reproduce music with the greatest clarity and truest tone. Volume is controlled to suit the location.
3. Personal Music boxes are beautifully styled in shiny chrome with a softly lighted grille—attractive from any angle.
4. Personal Music boxes are inexpensive to operate. Service calls are seldom necessary.

*See for yourself—there's more profit and less worry with a Measured Music\* system. Write our nearest distributor or directly to us for detailed information today.*



**PERSONAL MUSIC CORPORATION**

P. O. Box 720, Highway No. 1, Newark, New Jersey  
Telephone Bigelow 8-2200





De-lovelies from University of California, Stanford, Oregon, Stephens College, Smith College and Dominican College pause for music that relaxes during the Fashion Board Show.

COIN  
MACHINE  
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1946

**REMEMBER  
THIS**

NON-INFLAMMABLE  
NON-BRITTLE  
SHRINK-PROOF  
RIGID MATERIALS  
EXPERTLY MOLDED  
PERFECT FIT • GUARANTEED

New! Unbreakable! Guaranteed! Clear,  
transparent plastic windows for Model 850  
Program Holder. \$5.00 Per Set.

Determine Right or Left as You  
Face Phonograph

#### ROCK-OLA MODELS

Standard, Master, DeLuxe or Super	Each
Top Corners	\$12.75
Lower Sides	12.75
Top Door Plastics	6.75
The Above Available in Solid Red, Yellow, Green	

COMMANDO	Each
Top Corners	\$ 8.00
Top Center	7.00
Long Sides	12.75
Combination Yellow & Red Color Scheme.	

#### SEEBURG MODELS

"Hi Tone"—Model 9800, 9800,	Each
8200, Lower Sides	\$14.50
"Cadet"—"Major"	
Top Corners	2.50
"Classic"—"Colonel"	
Top Corners	6.00

#### SHEET PLASTIC

20" x 50"—Non-Brittle, Pliable,  
60 Gauge Red, Yellow or Green (Thickness of a New Half Dollar). Per Sheet \$14.50.

IF YOU DON'T SEE WHAT YOU WANT, ASK FOR IT! WE MAY  
HAVE IT IN STOCK!

TERMS: 1/3 Deposit With Order, Balance C.O.D., F.O.B. New York.  
Remit Full Payment and Save C.O.D. Charges. Checks Acceptable!

ORDER FROM YOUR NEAREST DISTRIBUTOR!

**ACME SALES CO.**

505 W. 42nd ST.  
New York 18, N. Y.  
LO. 3-4138

**acme**  
**PLASTICS**  
ARE  
**UNCONDITIONALLY**  
GUARANTEED  
AGAINST BREAKAGE  
FOR 3 YEARS

#### WURLITZER MODELS

24 Top Corners	Each	\$ 1.20
24 Lower Sides		4.00
61-71-41-600-500 Top, Corners		4.00
700 Top Corners		7.00
700 Lower Sides		9.50
700 Back Sides		8.50
800 Top Center, Right or Left Red		8.00
800 TOP CORNERS		16.50
800 Back Sides, Green		9.50
800 Lower Sides		13.50
750 Top Corners		8.75
750 Lower Sides		8.75
750 Top Center		4.25
750 Middle Sides		2.00
850 Top Corners		9.50
850 Lower Sides		8.75
850 Top Center		11.00
950 Lower Sides		10.50

#### MILLS

Available in Red, Yellow or Green

Throne—Empress	Each
Top Corners	\$14.00
Throne—Empress	
Lower Sides	14.00

### Phono Sparks Fashion Show

SAN FRANCISCO—Phonograph as a valuable merchandising adjunct was recently demonstrated here when one of this city's most famous department stores, O'Conner, Moffatt & Co., selected a College Fashion Board, composed of co-eds from various universities, and installed them in the smart College Carrousel Shop.

Backdropped by a Coke bar, a Wurlitzer 1015, and the modeling models, the show proved to be a profitable promotion for both the store and Wurlitzer.

### Aireon Gifted to Vet At Birthday Party

PASADENA, Calif.—A recent "Truth or Consequences" radio broadcast turned out to be all truth, with wonderful consequences, for Pfc. Ralph Benavente and his fellow warders at McCormick General Hospital.

As a surprise birthday present, the 21-year-old veteran not only found himself participating on a coast-to-coast hookup, which was broadcast from a mike hidden near his bed, but received a complete wardrobe, a \$100 savings bond, and a solid gold Bulova watch.

Then they brought in the prize of prizes: a new Aireon Automatic Phonograph, complete with records furnished by local Aireon distributors, and bearing a plaque reading: "In honor of Pfc. Ralph Benavente's birthday."

Master of Ceremonies Ralph Edwards then out-adjectived himself, telling millions of listeners about the remarkable features of Aireon.

### Eaton Favors Dime Phono Play

CHICAGO—AMI is converting coin chutes of phonographs now in production and adjusting their machines in the field for ten-cent, three-tunes-for-a-quarter play.

Vice President and General Sales Manager DeWitt (Doc) Eaton declares that with increased operating and service costs, the operator cannot enjoy any measure of financial reward unless the change is made.

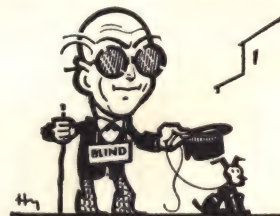
### STRETCH YOUR DOLLARS WITH OUR PHONO NEEDLE RE-SHARPENING SERVICE

Needles re-ground with exactly the same taper, assuring that needle replacements will fit the record groove. Gives you new needle service.

Write for details and free  
Shipping Containers

### RE-SHARP NEEDLE SERVICE

P. O. BOX 770  
FORT DODGE, IOWA



**We've Got a Better  
Way of Making Money!**

See Page 19





"SHOULD BE ONE IN EVERY PORT!"

"I'M PRETTY SELECTIVE AND SO IS MUSICALE!"

"WE HEAR ONLY THE TUNES WE LIKE!"

"FOLKS LOVE THAT PRIVATE MUSIC!"



"NO STRIPS TO CHANGE!"



"SERVICE CALL? WHAT'S THAT?"



"THE TONE SENDS ME!"



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1946

**MUSICALE**...THE PRIVATE  
MUSIC SYSTEM THAT SELLS MUSIC  
TOP EARNING RECORDS EVERYWHERE-Wire or phone for exclusive franchise



"NICKELS EVERY 3 MINUTES SURE ADD UP!"



"BROTHER, I'M WORKING FOR YOU"



"MUSICALE TELLS IN ADVANCE TOO!"

ESTERBROOK 4231

**telotone corporation**

500 N. PARKSIDE

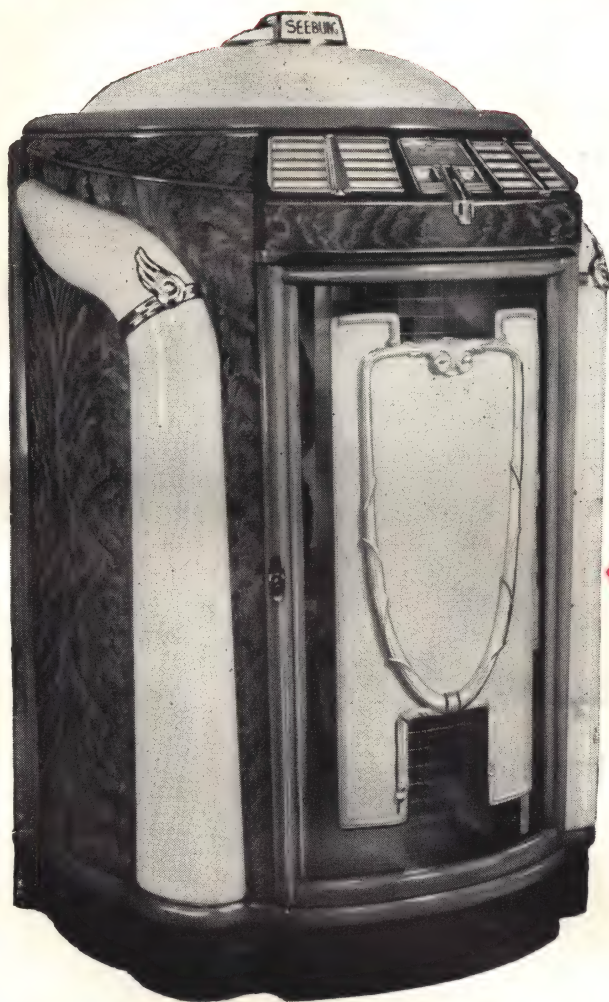
Telephone Engineering

CHICAGO, ILL.



# SEEBURG

## "SCIENTIFIC SOUND DISTRIBUTION"



COIN  
MACHINE  
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1946

## Tailor Made FOR YOUR LOCATIONS

SEEBURG is not just a phonograph . . . it is a music merchandising system tailored to each location. The name SEEBURG means the best reproduction possible plus eye-appeal that encourages music selection.

. . .

**SEEBURG** Symphonola '1-46'. It looks different . . . it is different. Two amplifiers provide Scientific Sound Distribution . . . music at conversational level throughout the location.

. . .

**SEEBURG** Mirror and Teardrop Speakers. Beautifully, newly designed of smooth molded plastic with chromium trim. Impedance matched speakers assure perfect music reproduction.

. . .

**SEEBURG** Wireless and Wired Wallomatics complete the music merchandising system by increasing the incentive to play music and by making the selection easy.

### FROM FINGERTIP TO EAR . . . THE FINEST MUSIC YOU CAN HEAR!

#### ANOTHER SEEBURG FIRST

For the first time in this industry the Jack R. Moore Co., distributors of Seeburg, now offers operators a new service . . . Standardized Repair and Maintenance. Ask about it now.

# JACK R. MOORE Company

#### 4 DISTRIBUTING OFFICES

**PORTLAND**  
1615 S. W. 14th  
Portland 1, Oregon

**SEATTLE**  
100 Elliott W.  
Seattle 99, Wash.

**SAN FRANCISCO**  
348 Sixth St.  
San Francisco 3, Calif.

**SPOKANE**  
No. 4 Bernard St.  
Spokane 4, Wash.

SALES

SERVICE

PARTS



# NOW!

TOO SOFT



"Please, a little louder, I can't hear a thing."

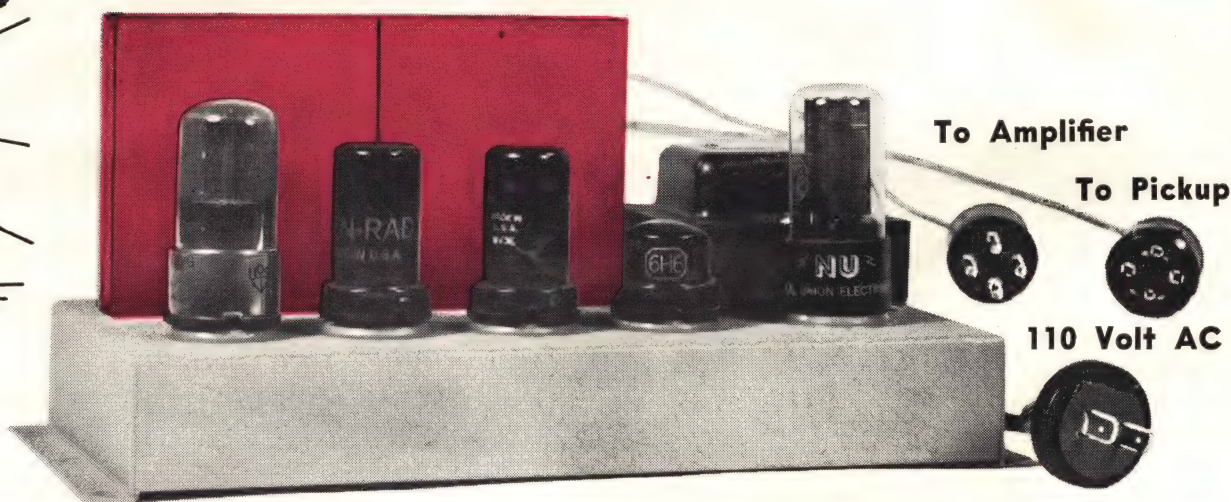
TOO LOUD



"All that racket, you can't hear yourself think."


## SENSATIONAL DEVICE THAT SKYROCKETS YOUR PHONOGRAPH EARNINGS

And Puts You In Solid With Your Customers



## WAYNE AUTOMATIC RECORD VOLUME EQUALIZER

AUTOMATICALLY ADJUSTS PHONOGRAPH VOLUME SO THAT EVERY RECORD IS REPRODUCED AT SAME VOLUME LEVEL



**LOUD MUSIC**

automatically tuned down to pleasant listening level



**SOFT MUSIC**

automatically tuned up to pleasant listening level

Get the jump on your competitors and equip all your phonographs with the Wayne Equalizer. Install on the spot—size of a cigar box—no servicing. The Wayne Equalizer does not constantly adjust the volume to compensate for varied noise in a location. The unit increases or reduces the volume on all records to a volume standard manually set by you or by the location. If your local distributor cannot supply you, write, wire or phone us.

**\$33** for use with crystal pickup

**\$36** for use with magnetic pickup

### GUARANTEE

Wayne Equalizer is guaranteed in workmanship and materials for 90 days. If, within 30 days, it does not satisfy you for any reason, return it and full purchase price will be refunded.

## GEORGE R. MURDOCK & Associates INC.

Manufacturers and Distributors Electronic Equipment

1773-1797 Union Street, San Francisco 23, Calif., Phone—PProspect 2974



# Coin Machine Acceptance Corporation

**A SPECIALIZED CREDIT AND  
FINANCING AGENCY FOR MAN-  
UFACTURERS AND DISTRIBUTORS  
OF COIN-OPERATED MACHINES**



**FIRST AND LARGEST ORGANIZATION DEVOTED  
EXCLUSIVELY TO COIN MACHINE FINANCING**

**134 NORTH LASALLE STREET • CHICAGO 2 • ILLINOIS  
717 MARKET ST., SAN FRANCISCO, CALIF. • CONSTRUCTION BLDG., DALLAS, TEXAS**

COIN  
MACHINE  
REVIEW

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## **Western Music Rides High in Southern Cal.**

LOS ANGELES—While Hollywood has extended the shimmering iridescence of its film colony's glamor to include every commodity and phase of life in Southern California, western tunes continue to ride high, flutey and handsome.

From 20,000 to 30,000 dancers square away at western ballrooms every Saturday night in the Los Angeles area alone.

In four years Foreman Phillips has promoted run-down ballrooms into pay-off propositions, besides building large followings over Stations KXLA and KRKD. Tex Williams annexed a huge pro-Williams audience after only six weeks at the Palace barn dance. Spade Cooley, Texas Jim

Lewis, Ray Whitley, Curley Williams, Oley Rasmussam, Red Murrell, the Georgia Crackers, Three Shiftless Skunks, Texas Tyler, Happy Perryman and Jack Rivers have made the Southland hillbilly happy.

Local radio stations air more than 100 recorded hours of western music every week, in addition to almost a dozen live talent shows, thus building a tremendous business for western records on automatic phonographs.

## **Solotone In Heavy Demand In Mass.**

BOSTON—Massachusetts is in much the same predicament as other states with regard to Solotone boxes: supply is unable to catch up with demand. A deluge of requests for city and county franchises re-

flects the universal interest in this sparkling unit.

Ed Gafney of Associated Amusements, distributor for Boston, is giving daily demonstrations of the music system, which is receiving enthusiastic reception. Operators report that locations which refuse to accept other types of equipment are asking for Solotone. The brilliant coloring of the chrome, red and blue box, and the slots for both nickel and dime insertion are attracting location owners and customers.

I. Barenboim of Barry's Amusement Co. made the first Boston installation, consisting of 12, at the Chauncy Food Shop.

## **Serviceman Clubbed To Death**

INDIANAPOLIS—A mad slayer, brandishing a bludgeon of death, who slugged one student nurse to lifelessness and injured another, waylaid George Foddrill, 25-year-old phonograph serviceman; his body was found under the Kentucky Ave. Bridge. Foddrill was last seen leaving his boarding house.

No trace of the killer has yet been uncovered.



Amalia Aquilar, glamorous 20-year-old Queen of the Rhumba, is shown here doing one of her sensational dance routines for Quality Pictures release. At the piano is Billy Rose, head of the music department at Quality Pictures.

**We carry a Complete Line of  
TUNGSO and MAZDA  
QUALITY BULBS**

**All sizes in stock, including 40,  
44, 46, 47, 50, 51, 55, 27, 56,  
57, 58, 63, 1129 and 1489.**

**Competitive Prices**

**PAUL A. LAYMON**  
DISTRIBUTOR

1503 West Pico Los Angeles 15



# *Automatic Vending*

THE INDUSTRY'S FIRST PUBLICATION  
DEVOTED EXCLUSIVELY TO AUTOMATIC VENDING

## *In This Issue:*

- ★ **Tremendous Market Awaits Shoe Shine Machines**
- ★ **Popcorn Vending, Flying High Over Vultures, Ready to Land in Pay Port**
- ★ **Ice Cream Industry Sets Goal of One Billion Gallons by '55**
- ★ **Scarce Candy Supply Veers Venders to Nuts**
- ★ **Candy and Peanut Councils Launch Large Scale Educational Programs**

*To Be Published Soon...*

## **1947 SOURCE BOOK OF The COIN MACHINE INDUSTRY**

- **A RELIABLE GUIDE TO EVERY MANUFACTURER  
AND SUPPLIER OF VENDING EQUIPMENT AND  
VENDING MACHINE MERCHANDISE**

*November, 1946*





## *Just Say* **THE NEW DuGRENIER**

### THINGS ARE SLOW



Bad business. Every letter a bill. Each phone call a complaint. Price and tax changes are always a worry.

### IN THE KNOW

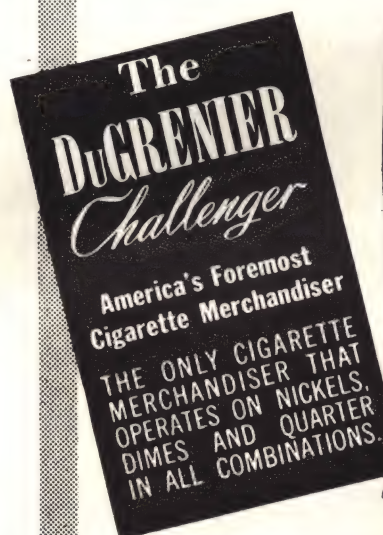


A friend "in-the-know" brings news of the new DuGrenier Challenger! Explains DuGrenier's exclusive features... patented coin mechanism... eye-catching lines.

### UP PROFITS GO!



DuGrenier Challengers make the difference. Everybody happy! Business fine! And look at the profits.



**DuGRENIER, INC.** 15 HALE ST., HAVERHILL, MASS.  
America's Foremost Manufacturer of Automatic Merchandisers





# Automatic Vending

THE INDUSTRY'S FIRST PUBLICATION DEVOTED  
EXCLUSIVELY TO AUTOMATIC VENDING

★ ★

November, 1946

★ ★

## Machine Offers Diathermy Treatments by Coin

NEW YORK—Through its radio-wave coin-operated machine, Coin Diathermy Corp., 612 Tenth Ave., has launched a movement which provides medical aid to the masses at a price the masses can afford to pay.

"Short wave diathermy," states Stanley Arnold, president of the corporation, "is a most valuable adjunct with which you yourself may alleviate your painful arthritis, neuritis, rheumatism, lumbago, sinus trouble, sciatica, bronchial asthma, sore muscles or joints, stiff neck, sprained back, etc., that six out of ten persons suffer from every week."

Instead of paying \$3.00 to \$15.00 for a hospital treatment, sufferers, by inserting 25c, will be able to receive five minutes' relief. No matter how treatments are given through the machine, the firm declares it is impossible to receive any ill effects from any number of treatments over any length of time.

The machine is six feet high, two wide and 18 inches deep. The radio-wave heat is furnished by two rubber pads which are attached to long cords and are held or strapped into position over the clothing of the customer.

Delivery on a nation-wide basis will commence within 30 days. The company expects to do considerable foreign export volume.

## Overflow Throng Hails NAMA Convention As Huge Success

CHICAGO—Setting a resplendent new pattern for conventions, NAMA gave the hundreds of operators, distributors and manufacturers exactly what they had promised: a work session. The Association drew the curtain on the old routine of order-taking, pressure selling and high hilarity, to establish a precedent which will back-bone this expanding industry and lend it added dignity.

It wasn't "all work and no play" for the vast crowd, but the serious matters affecting the industry's welfare were given No. 1 priority in the proceedings.

In his keynote address at the opening session, NAMA President Robert Z. Greene predicted that in ten years the present annual sales volume through vendors, which is over half a billion dollars, will be increased three-fold.

"As a result of our efforts," he told members, "the public now knows better who we are and what we are. It is acknowledged that our industry is an important part of American economic life. We have made great strides in mobilizing public opinion in support of automatic merchandising. It is now generally recognized that merchandise vending machines offer an efficient method of self-service and that they sell merchandise of standard value and high quality. In the past ten years we have come of age."

He declared that within the next year the knowledge and skill manufacturers acquired during the war will make itself felt in the efficiency of the products they produce.

Looking ahead to the convention of 1956, Greene predicted that there will be "an exhibit of machines yet undreamed of and all of them will be strictly merchandise and service machines. Automatic merchandising will have taken its proper place then as the most modern, most efficient, and widely accepted self-service method for the distribution of hundreds of standard commodities at locations where it is not feasible nor profitable to have a sales person."

The three-day conclave was a model of organization and proficiency. Four work shops (candy-gum-nuts, cigarettes, beverages, and service machines) were set up and influential men of industrial promi-

ence, such as Nathan Cummings, president of Consolidated Grocers Corp.—largest distributors of wholesale groceries in America—Conger Reynolds, Standard Oil of Indiana's Director of Public Relations, and J. Roger Ozmon, Chairman of the Board of National Candy Wholesalers Association, supplemented the vending experts' selling-service-accounting remarks with well-received speeches.

October 16, opening day, featured a "Get Acquainted" party in the Casino Room, a Board of Directors meeting, two addresses of welcome—delivered by Nathaniel Leverone, past president of NAMA, and Leverett S. Lyon, chief executive officer of the Chicago Association of Commerce—as well as talks by Ozmon and Greene and the showing of a film, "Three Keys to Tomorrow."

The following day the candy-gum-nut, service-machine and cigarette work shops were set up, with J. Sidney Jones, W. G. FitzGerald, and R. A. Parina, respectively, presiding.

On October 18 the Beverage Work Shop got under way; I. H. Houston was at the helm.

A business confab was held in the Gold Room, at which time reports from C. S. Darling, W. G. FitzGerald, L. D. Chambers, and Greene were heard. Directors were elected.

Conger Reynolds spoke on good-will and R. L. Strain, chairman of NAMA's Public Relations Committee, rang a responsive chord with the dissertation titled, "NAMA Public Relations."

J. Renz Edwards addressed the luncheon gathering.

The grand climax of the convention took place the evening of the 18th with a sumptuous banquet in the Gold Room.

In the pre-convention publicity, the ladies were assured they wouldn't be neglected—and they weren't, either. After attending the "Get Acquainted" Party on opening day, they were feted at a luncheon at Marshall Field & Co. and then conducted through the store. They sat in at the "Breakfast Club" broadcast at Station WCFL, saw the sights of Chicago from chartered busses, and dined and danced at the banquet, besides being entertained at numerous luncheons and parties.

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FOR  
NOVEMBER  
1946

## Northwestern

... THE NAME THAT MEANS  
THE BEST IN BULK VENDING

Veteran operators—men who know the business and know machines—have long looked to Northwestern for the best in bulk vending... a choice that has proved itself hundreds of times over

under the stress of wartime operating conditions. When vending machines again become available, follow the advice of leaders in the field—make sure of your investment with Northwesterns.

Write for our free publication *The Northwesterner*

THE NORTHWESTERN CORPORATION  
1 EAST ARMSTRONG STREET, MORRIS, ILLINOIS



# Tremendous Market Awaits Shoe Shine Machines

**This Is the Third in a Series of Studies  
on Coin-Operated Service Devices.**

There is a time and place for everything, according to the ancient adage. Now is the time for coin-operated shoe shine machines, which have their place in bus depots, railway stations, airports, steamship piers, garages, office buildings and hotel lobbies, bowling alleys, drug stores, smoke shops, restaurants, cocktail lounges, athletic clubs, and scores of other locations.

In much the same way as the assembly line relegated hand production to a bygone era, and automobiles pushed the horse and buggy off the pavement, so will automatic shine machines reduce the present paste parlors to obsolescence.

The customer now walks two blocks or more for a leather lather. If the boy is busy, he waits. Then he sits out the required ten minutes and pays anywhere from 15 to 25 cents plus tip. On Sundays sole and time expenditure in finding an open parlor is considerable.

With a machine, the customer pays only ten cents and the service is performed in one minute, seven days a week.

Shoe shine machines are not a recent innovation. As far back as the nineties, inventive men conducted endless experiments and built countless models. The first coin-controlled device, a crude wooden affair, was perfected in 1891.

S. Morton Cohn was granted a patent on June 20, 1905. The shiner was a big, ungainly affair, with a seat and two specially adapted rests for the feet. There were 50 different kinds of brushes and a conglomeration of pulleys, belts, chains and motors. It sold for \$1,000. The record books do not reveal how many were manufactured, if any.

A trade journal publisher, F. H. Newton, succumbing to youthful romanticism early in the twenties, sold his chain of magazines and dedicated his entire bankroll of \$60,000 to \$70,000 toward perfecting a super machine. Years previously Newton had worked in shoe stores, and the idea of an automatic polisher had been implanted at that time. He would have no inner peace until the accumulation of ideas found egress.

Newton hired a half dozen experts, in addition to a patent attorney at \$100 a week. The attorney was a man of fertile ideas and each day would offer suggestions that cost huge sums to apply to the working model.

Original plans were for the machine to handle both black and tan shoes, but it required such an unwieldy assortment of complicated machinery to throw the mechanism back and forth that it was de-

cided to produce two identical machines, set side by side, one for black and the other for tan.

The paste problem was a perplexing one. Newton discovered that bulk polish became caked and difficult for the brushes to manipulate, but when he tried the liquid form, he found that sediment in the container messed up the leather.

Newton consulted chemist after chemist—to no avail. Finally, he cabled to Germany for a formula. The resulting liquid was as clear as water and sprayed nicely.

"I wish I still had that formula," Newton recalls. "It would sell for a small fortune today because the liquid would not wear off. One shine and all the customer had to do was apply a rag and the gloss returned. A polish of that type served up by a machine would eventually limit the consumer market; after the first one, customers wouldn't need to come back."

Newton's machine was shaped like a shoe, and had a back and arm rests. It was approximately four feet long and two high; the foot pedal was ten inches from the floor. Three sets of brushes—one for the toe, one for the back, and one for the sides—did the job quickly and efficiently. The base of the cabinet was of heavy metal, thus cutting down vibration, but it weighed so much it required a low truck to haul.

The shiner was a flashy looking model, primarily designed for high-class hotel and office building lobbies.

In those days a parlor charged a nickel for a shine. Newton's also operated on nickel play, with both shoes being massaged simultaneously. While there was no advantage in price, there was a saving in time and convenience, in addition to eliminating tips.

Newton entered into an agreement with a New York firm who were interested in its manufacture on a royalty basis.

When he arrived in the big city, the papers were all drawn up; the buyers had carefully perused the blue-prints and cost sheets and decided the machine was a good item to augment their expanding coin line. But they wanted to see a sample. So Newton had his one and only completed model shipped from California.

When it arrived, the picture changed alarmingly. In transit, the device, which had been poorly packed, received a terrific jouncing and was in bad condition. Newton solicited estimates on the amount needed to put it back in working order; none were less than \$1500.

The publisher was on the last stub of his check book. A half dozen years of grueling research had filled his gullet with shine machines. He threw in the towel.

Newton shipped the machine to his home collect—and when it arrived there,

(See *SHOE SHINERS*, Page 62)

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1946



**NOT 1  
BUT 2**

**SETS OF  
TUMBLERS FOR**

**DOUBLE PROTECTION**

**famous DUO LOCKS**

More Duo Locks are installed on coin operated machines than any other quality lock.

**THE ILLINOIS LOCK COMPANY**  
808 South Ada Street, Chicago 7, Illinois



**BIG?—YOU AIN'T  
SEEN NOTHING!**

Just Turn to  
Page 19

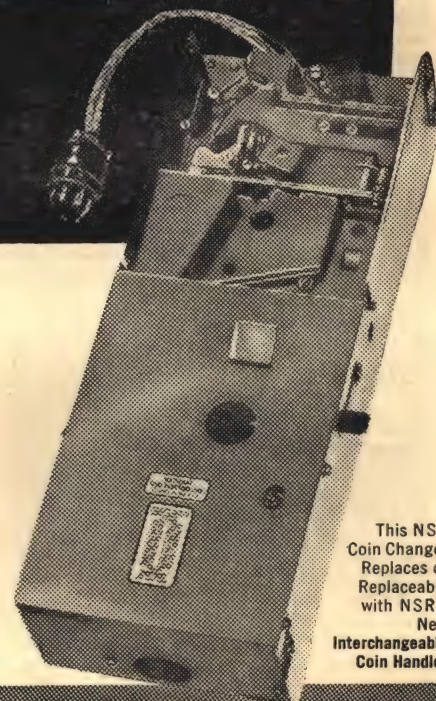


# HAVE I EXACT CHANGE? IT DOESN'T MATTER

this vending machine equipped with

## NATIONAL COIN CHANGER

**MAKES CHANGE AND  
VENDS MERCHANDISE  
IN  
1 AUTOMATIC OPERATION**



This NSR  
Coin Changer  
Replaces or  
Replaceable  
with NSR's  
New  
Interchangeable  
Coin Handler

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### Installed INSIDE Vending Machine

Manufacturers! Request full information about this interior-mounted dependable, accurate NSR Coin-Changer! In step with Progress!



### OPERATES EASY! INVITES BUSINESS!

The drop of a coin in slot opening does all! No levers, no buttons! (Loads easy! In servicing: coin tube opens, empties with flip of finger!)



### CAPITAL TIED UP? JUST 60 NICKLES!

A big day begins with 60 nickles...\$3.00...No idle nickles, either; they feed into Changer. Dimes, quarters, into cash-box.



### EASY TO INSTALL OR REMOVE!

All you need besides standard coin inlet and outlet chutes are 3 small mounting studs and 1 electric socket. (Removable without tools). Also, replaces or replaceable with NSR's new Interchangeable Coin Handler!



### PERFECTED! TESTED! BULL-DOZED!

...on toughest locations!...to assure accurate, dependable functioning. (Compact design: 14" high, 6" wide, 3" deep. Built to work like a Turk!)



### PROTECTED FROM JACK-POTTING!

The ultimate in engineering safety features guard against emptying of coin change chute or merchandise.

Another engineering advancement from National! Vend machines with NSR Coin Changers invite extra sales, insure against lost sales...keep you abreast of competition, out in front with modern merchandising. Tested toughest way in actual use. Created by the world's largest and only manufacturer devoted exclusively to developing, perfecting coin-handling and detecting devices.

*For Coin Handling Perfection*

## NATIONAL SLUG REJECTORS, INC.

FOREIGN AND DOMESTIC COIN HANDLING UNITS SERVE THE WORLD  
5100 SAN FRANCISCO • SAINT LOUIS 15, MISSOURI

Producers of SLUG REJECTORS • MOUNTING BRACKETS • COIN SWITCHES • COIN RETURN ELECTRO MAGNETS • CABLE ASSEMBLIES  
Two More National Firsts: COIN OPERATED (SINGLE OR DUAL) RADIO TIMERS AND CREDIT STORING DEVICES



## SHOE SHINERS

(Continued from Page 60)

he didn't have the money to take delivery. As a result the railroad company sold it at one of their auctions.

Some time later, the man who had purchased the machine phoned Newton. "I understand you are interested in shoe shine devices," he said. "I have one here—in perfect condition—that I'll sell you for \$3,000."

From that day on, Newton became shoe shy.

During the past ten years inventors have made progressive strides. At different times models have been placed on location. But they didn't stay on location long. Two flaws were apparent. First, few machines were able to shine both black and tan shoes; consequently, each one applied a single color. The coin-chuting public has a habit of ignoring printed instructions. Invariably a man with black shoes found himself with a beautiful tan shine, and vice versa. Then, too, many customers who innocently placed their brogans inside removed them with soles, heels and buckles missing. Law suits sprang up overnight. While a scattered few still remain, most of them have taken the long, long trek back to the warehouse.

Devices of the past principally consisted of a series of permanently fixed, rotating bristle brushes, between which the shoe was pushed, twisted and rotated. Many of them were not equipped with wax or paste, and therefore only brushed off the dust and cleaned the shoe.

Profiting from errors of the past and reinforced by modern precision instruments and methods, today's manufacturer is sure he has the machine which eliminates all past grievances and will make money for both himself and the operator.

At this writing three firms have tossed their hats into the polish ring: Coin-Arts Industries of Milwaukee, PanCoast Amusement, New York, and Arthur J. Jacques, Detroit.

In the forefront is Coin-Arts' *Shine-A-Minit*, which has been on the work boards for several years. Test machines have been on location in Milwaukee for months; "bugs" have been ironed out, it is claimed; changes made. A final production model has been assembled, and distributors, appointed in every key city, are awaiting samples.

A Coin-Arts' distributor reports that he has received more inquiries on *Shine-A-Minit* than from any other line of equipment he has ever handled. "We are not taking orders yet," he said, "but we have been offered innumerable advance payments and

requests for exclusive territories. It will take a year to catch up with current demand."

*Shine-A-Minit* stands five and a half feet tall and requires floor space approximately four feet square. There is a glass mirror at face level where the customer can adjust his wearing apparel while receiving the brush treatment on his boots. There are two levers, for black and tan, with two apertures to match.

If the customer moves the lever to "black" and then places his foot on the tan treadle (which is eight inches from the floor, a metal bar automatically appears and blocks his foot.

The customer moves an indicator for the size of his shoe. He then inserts a nickel. In thirty seconds the following robot-like action, patterning the routine of a shine boy, takes place:

The proper brushes move in. Polishing wax is applied. Brushes start work on the entire surface of the shoe and continue for about 20 seconds. Then the brushes cease their functioning and a high polish wax is applied to the toe. Next comes a high-speed toe buffer. The mechanism halts, and resumes the identical action on the other shoe after insertion of another nickel. *Shine-A-Minit* only handles men's footwear.

The wax or paste is in stick form, one of which will render 1,000 shines. Tests have revealed that a set of brushes takes care of 50,000 to 75,000 shoes before requiring replacement.

Servicing the machine is fast and simple. If the five brushes and buffer are dirty, the route man replaces them with clean ones in three minutes. He takes the soiled ones to his shop, drops them in a tank of cleaning solution for a half hour, and puts them on racks to dry. Replacing the wax stick is a 15-second task.

PanCoast's machine not only shines the shoes but massages the feet as well—all in 50 seconds. It is a seven-brush, self-adjusting unit with automatic polish head.

No details of Jacques' device have been announced as yet.

Cost of the machines has not been finally determined. *Shine-A-Minit* will probably sell for more than \$400.

How much of a return can be expected on such an operation is a logical question—but because none have yet been placed on location (except for test purposes) a profit chart has no authenticity. In issuing an earning-power circular, the manufacturer claims that even with conservative estimates, and after deducting location commissions of 20 to 30 per cent, the machine should amortize itself in less than three months.

Regardless of how the company's figures

fare when pushed up against the grindstone of actual operation, there is no doubt in the most pessimistic minds that a mechanically-correct shoe shine machine will herald a new source of earning power for enterprising coinmen.

## Brokerage Firm Hails Vending "Big Business"

NEW YORK—Slowly but definitely the nation's largest financial institutions are taking cognizance of the vending industry.

Latest to awake to the vast potentialities of the field is Merrill, Lynch, Pierce, Fenner & Beane, stock brokers. Through the columns of their publication, *Investor's Reader*, they say that "the vending machine industry has bounced back from a war-stunted interlude to a period of great prosperity and expansion. Already pre-war figures are dwarfed. In those days 4,000,000 machines dispensed \$500,000,000 worth of merchandise annually. Last year the world's largest soft-drink dispenser, Coca-Cola Co., sold over 40 per cent of its output through automatic vending machines—205,000 machines poured out \$163,944,000 worth of 'Cokes.'"

The article states that in 1945, 15 per cent of the total domestic cigarette production was sold through 200,000 machines, and 700,000 candy vendors tilted \$33,200,000.

Surveying the new merchandisers, the story reports that ice cream, automatically grilled hot dogs and hamburgers, wrapped fruits and sandwiches, and coin-operated gasoline pumps are available, that coin changers will step up volume by dispensing change and merchandise in one operation, and that many revolutionary ideas are now on the planning boards.

## Lipstick Tissue to Be Vended

NEW YORK—Just as book matches are given away free with tobacco sales, so will Diamond Match's new purse-sized tissue for removal of lipstick be given to the ladies with purchases.

Book matches are sold through venders as well, and operators of match and gum machines are planning to convert to handle the new product, which has multiple uses.

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1946

## WHY COUNT 'EM BY HAND?

Do as countless other vending "ops" are doing. "Count 'em by the bucketful" with a  
**PENNY WEIGHING SCALE**

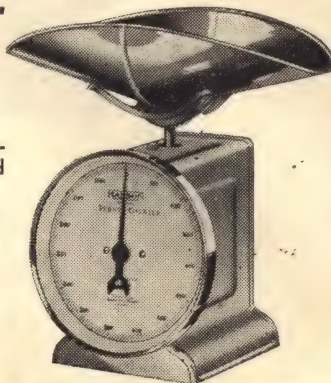
Guaranteed accurate to within two to three pennies at full capacity (\$10.00). Large calibrated dial figures show you your count at a glance.

Complete with Carrying Case **\$16.50**

Order from Your Nearest Office

**Badger Sales Co.**  
1612 W. Pico Blvd.  
Los Angeles  
All Phones: DR. 4326

**Badger Novelty Co.**  
2546 North 30th St.  
Milwaukee  
All Phones: KIL. 3030



## Shipman's Deluxe

**TRIPLEX  
POSTAGE  
STAMP  
MACHINES**

NEW! DIFFERENT!

**\$39.50**

**IMMEDIATE  
DELIVERY**

— SEE —

**PAUL A. LAYMON**  
DISTRIBUTOR

1503 West Pico Los Angeles 15



## Popcorn Vending, Flying High Over Vultures, Ready to Land in Pay Port

One popcorn machine manufacturer has wounded the goose that will soon be laying golden coins. If any others adopt similar tactics, the goose will die and Coindom will mourn a tragedy that could have been averted.

A disillusioned operator, who saw the \$1200 weekly gross of his route dwindle to the dregs of nothingness because of the rapaciousness of this lone machine maker, answered our query: "How lucrative is the field?" like this:

"First, let me give you some background. Before the war, machines presented no real money-making opportunities. But as soon as candy became short, the best locations in the world—theatre lobbies—began to take an interest. Prior to that time, they were satisfied to sell only candy and wouldn't handle popcorn because they were afraid of attracting mice and rats. Fox West Coast started the corn-in-theatre movement by allowing installations to be made. The others fell into line shortly thereafter.

"My 68 machines did a splendid volume. I was looking forward to years of steady business when this manufacturer stepped in. He was so eager to sell machines that he contacted theatre managers and sold them on the idea of purchasing their own machines and their own popcorn. If repairs were needed, the manufacturer said he would arrange to send out a man."

The vender mopped his brow. "That was the beginning of the end. Theatres bought their machines and forced me out. Other good locations were pretty well covered. I saw the handwriting on the wall and branched into popping and selling corn on a wholesale basis.

"The best locations, of course, are ones catering to congregating crowds, such as summer resorts, miniature golf links, and amusement parks—although some of them pop and sell their own corn. Bowling alleys are fairly good. Department stores—and I had seven in one of the largest in the city—are below average. Cafes are no good. Sweet shops are good only if they are close to theatres—but if the theatre sells popcorn, the location will suffer as a result. My advice to coinmen who are considering entry into the popcorn vending field is to stay out and invest their money in something else."

The conditions under which our informant did business—or rather, was undone from doing business—cannot be accepted as a general country-wide criterion of conduct. Most manufacturers sell only to operators. There are locations who are

grateful and satisfied for the efficient service rendered and will stand by the coinmen.

This particular manufacturer, goaded by greed, whose sole interest was selling a huge volume of machines, regardless of who the buyer might be, represents a very small minority. But as long as there is one black sheep employing nefarious practices, operator confidence will be severely jolted.

There being two sides to every operation, we switch to the brighter version by turning the quote reins over to a man who has traveled the length and breadth of this country and who has a national slant on pop-operating. "Right now," he told THE REVIEW, "I am operating 20 machines, three of them in theatres, and I'm doing a whale of a volume. I won't keep a machine on location unless it's capable of emptying a ten-gallon bag (4½ pounds) at least three times a week. Service problems, providing the operator has a mechanically-sound machine, are minor. In some of my top spots, I give the corn compartment key to the owner and leave a number of bags so he can refill himself.

"The field is wide open. There are about 1,000 machines throughout the United States, excluding the states of Washington, California and Oregon, where there are approximately 5,000. Train, bus and air depots, skating rinks, places near schools, even in schools, are money-takers."

There are two types of machine: one dis-

persing pre-popped corn, and the other vending corn popped in the machine on insertion of a coin.

Eight years ago a half dozen manufacturers poured the latter type on the market. After the novelty had worn off, the following unfavorable aspects became apparent: Many cities have fire department laws prohibiting such devices from being placed within a certain area, as they allegedly constitute a fire hazard. The buying public is impatient; while they were fascinated watching the mechanism in action at the onset, they soon became irritated at having to wait a few minutes. The smoke smell was pungent and unpleasant and didn't give the surrounding environs an enticing aroma. In addition, oil vapors gummed up the motors and caused mechanical stress.

For the past six years Viking Tool & Machine Corp. has experimented with an automatic machine, and their finished model has erased the major objections to this type. *Minute-Pop* requires only 60 seconds to pop two and a half ounces of corn, while a built-in deodorizer kills any offending orders.

There are two ways an operator can acquire his merchandise: buy the grains, oil, salt, etc., and do his own popping, or buy the product already popped.

A vender who has tried both methods reports as follows: "The gap between the price of unpopped corn and the popped product projects the illusion that it is a lot cheaper to pop one's own. That is where a lot of men err. To begin with, poppers and allied equipment runs into several thousand dollars. Then he must procure oil, which is very difficult to obtain (farmers aren't sending many hogs to market; without hogs, there is less lard;

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## GUEST Radio

The Aristocrat of Coin Operated

Hotel Radios

SOLICITS

A LIMITED NUMBER  
OF SELECT OPERATORS

GUEST Radio is the only hotel radio with two coin operation and an electric timer that uses both Direct and Alternating Current. Moreover, it is built into a handsome combination end and night table—thus becoming another piece of furniture in each room. No other coin operated radio has the sales appeal of the GUEST. Reputable operators will find it worth while to investigate this radio's potentialities.

Address all inquiries to

**AUTOMATIC HOUSEHOLD AIDS, INC.**

597 Fifth Ave., New York 17, N. Y.

### ATTENTION OPERATORS

One hundred peanut venders will keep beans on your table and folding money in your pocket while your amusement machines are taking a long-needed rest (at the request of the SHERIFF or CHIEF OF POLICE). We have the peanut venders and you need them.

**M. T. DANIELS**

1027 University Avenue  
Wichita 12, Kansas

GUEST Radio will be displayed at the Hotel Show, Grand Central Palace, New York, November 11-15. We will be pleased to forward complimentary tickets to all those wishing to attend. Simply write us on your letterhead.



## Now

### THE GUM MACHINE THAT HAS EVERYTHING

## Model "G.V."

After months of thorough location testing the largest and oldest operators across the country are unanimous in their enthusiastic praise of the Model "GV" as the gum machine that has everything!

Manufactured by DuGrenier for truly perfect operation, Model "GV" provides you with these important profit-making features:

1. Push-down plungers assure free action to eliminate vandalism.
2. Fewer moving parts minimize operating troubles—lower maintenance costs.
3. Full visibility of all columns increase self-appeal.
4. Improved, compact coin mechanism.
5. Positive locking column weights.
6. Completely secure door and door lock.
7. Perfect balance. Can't slip. Can't move.

The new Model "GV"—a long stride ahead in gum machine design and performance—is now in production. Substantial deliveries are now being made to our established customers, with limited deliveries available to new customers.

**For full details on the Model "GV"—write TODAY!**



Model "GV" gum machine available in combination red and blue baked enamel, chrome-fitted. Size: 17½" high; 10½" wide; 5" deep. Price \$24.00 F.O.B. Haverhill, Mass.

### THE GUM VENDING CORPORATION

41 EAST 42ND ST., NEW YORK, N. Y.

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therefore, normal fat users are buying vegetable oils for their purpose, thus tightening the supply for popcorn men). He also must buy salt and employ help to run the equipment. Add that expense to the loss by 'widows' (the unpopped corn left over), and you have quite a costly undertaking. Purchasing the corn ready-made, while it may run slightly higher in the over-all, is well worth it. Currently, there is no shortage of popcorn."

Should a machine be operated on five-cent or ten-cent play?

There are advantages and disadvantages to both denominations. In favor of the five-cent chute are these factors: the public, who has been educated for years on nickel-bag sales, is readier to shell out with a nickel than a dime. A higher volume of sale is therefore attainable. Disadvantage is that under today's material and maintenance costs, a nickel bag is of small size—so small that customers are liable to cry "gyp." On ten-cent play, size of the bag is increased so as to make the purchase more worthwhile and the margin of profit greater.

An operator of more than 50 machines, whose vendors are on dime play and who purchases his corn already popped, presents the following monthly balance sheet.

Original investment: 50 machines at \$200, plus \$60 for the initial fill.

#### Receipts

(Figures are based on the conservative premise that the machine will empty twice a week. If not, it should be switched to another location)

50 machines at \$4.30 per fill  
(8 fills per month per machine) .....\$1720.

Less 30 per cent location commission..... 516.

Net Gross ..... 1204.

#### Expenses

Popcorn, 4½ lbs. per fill at \$1.20 ea.....	\$ 480.
Paper Bags.....	25.
Depreciation (over five years).....	167.
Car, maintenance, etc.....	30.
Parts, etc.....	10.
Total Expenses.....	712.
Net Profit.....	492.

The 30 per cent location commission shown above is the exception, rather than the rule. Most proprietors receive 20 to 25. In the final analysis, percentage depends on how high competition is geared. A Denver vending man, with a string of 100, runs 90 on 20 and the remainder on 25.

While the operator who furnished this profit sheet purchased his equipment at \$200, advance information reveals that the new vendors will approximate \$250.

Availability of new machines is question-marked by the same unsettled conditions which are prevalent in every type of industrial production. Steel, motors, small

parts, electrical switches—shortages are apparent everywhere.

But manufacture on a limited scale is going forward; in most cases, old-established operators are being given first choice.

Whether choice is first or last, enough machines will eventually be forthcoming to take care of all coin needs. And when that day comes, the alert, hard-working operator with good business sense, after a cautious scrutiny of his area, will step forward and make the investment pay off.

### Machine Vends Insurance Policies In New York

NEW YORK—Ralph W. Brown and Ernest H. Woods, partners in a flour brokerage and bakery business in Birmingham, Ala., made occasional flying trips to the big city and while at the airport they noted the lines of travelers awaiting purchase of insurance policies.

Why not speed the service by using a coin machine to dispense them?

The men went to work. Just a few weeks ago five of their insurographs were placed on location at the Airlines Terminal and turned out a flawless performance.

The vendor combines cash register and billing machine principles. Its operation is simple. Upon insertion of a quarter, there is a whirring noise; the machine stamps time and date and adjusts a \$5,000 policy to the insurograph's window where the customer fills in the flight's departure time, destination points, name and address of beneficiary, and signs.

The customer then punches a button. The machine retains a duplicate of the contract for file and dispenses the original to the buyer. The machine also carries envelopes for mailing to beneficiary.

Each additional quarter allows an added \$5,000. Maximum coverage is \$25,000.

Since being on location, the insurographs have averaged 400 sales per day.

### Big Ad Drive As Juicy Fruit Returns To Civilian Market

CHICAGO—The first national advertising campaign ever conducted exclusively for Juicy Fruit heralded this product's return to the civilian market after an absence of five years.

During the war shipments of Wrigley's three popular brands—Spearmint, Juicy Fruit, and Doublemint—were confined to the armed forces. Several months ago Spearmint made its appearance. Doublemint is the only brand which has not been re-introduced.

Original plan of the firm was to treble the supply of Spearmint shipments over pre-war totals but inability to obtain increased supplies of oil of Spearmint cut deliveries to pre-war levels.

Because Juicy Fruit requires more sugar than any of its other brands, President Phil K. Wrigley announced that shipments will be necessarily limited.



**MEN AND WOMEN! Start a Route of Perpetual Money-Makers! Assure Your Future!**

### SHIPMAN Deluxe TRIPLEX Postage Stamp Machines

Direct from factory! The Triplex sells air-mail stamps, 3c stamps, 1c stamps, all the popular combinations, in cardboard folders: one to two cents profit on each folder! Sell postage stamps—EVERYONE has to buy them! Life-time income owning and servicing a group of these exceptional money-makers. Operators' price, Triplex, \$39.50 F.O.B. factory. Complete information on request. Don't experiment with unknown or unproven machines. Buy the old-reliable SHIPMAN machines!

SHIPMAN MFG. CO., 1326 So. Lorena, Los Angeles, Calif.



## Ice Cream Industry Sets Goal of One Billion Gallons by '55

One billion gallons of ice cream . . . twice the gallonage now produced . . . and with vendors prominently mentioned as an important sales outlet!

Those are the figures presented by C. Lester Walker in a recent issue of *Nation's Business*, titled "4,000 Quarts Every Minute."

Walker traces the modest beginnings of the industry to 1700; a letter written by a guest of Governor Braden of Maryland mentioned "a dessert no less Curious; among the Rarities of which it was Composed, was some fine Ice Cream which, with the Strawberries and Milk, eat Most Deliciously."

George Washington served the dish at Mount Vernon, the article states, and General Anthony Wayne sang its praises upon returning from the Battle of Fallen Timbers.

When Dolly Madison presented the delicacy to White House guests in 1813, the newspapers reported the fact, adding that the flavor was strawberry.

Wholesale manufacturing, continues the story, began in 1851. Jacob Fussell, a capitol city milkman, conceived the project while trying to figure out a way to dispose of surplus dairy products.

Fifty years later Harvey Miller pulled the industry out of the "home-made" class by inventing a brine freezer. This marked the start of large scale production.

Introduction of the soda, the cone, and

the sundae, within a span of 30 years, spiraled sales to unheard-of heights.

"Even in the winter of 1921-22, considered in those days a depression period," Walker relates, "the ice cream industry broke out with a fantastic, skyrocketing surprise. This was the rapturous, chocolate-covered Elysian creation called Eskimo Pie. A baker first put it on the market in Milwaukee and Chicago. In 60 days it had 100,000 retail handlers. In 90 days Americans were eating four million Eskimo Pies daily. Ice cream had done the unheard of again. A 'season' product had turned itself into a round-the-year commodity."

Walker compares the fantastic size of the business today to a fairy tale. He points out that every minute of 365 days four thousand quarts are consumed, and that the industry used six billion pounds of milk in 1945. Annually, 70 million pounds of fruit are absorbed in its manufacture, besides nine million pounds of nuts and 7,600,000 pounds of pecans.

"There are more flavors than any other food of man ever known," the writer continues. "More than 150 were listed one year—some of them gems of creative fancy, such as cantaloupe, apple betty, coconut-pineapple, date nut, green gage, plum pudding, pumpkin, root beer. Three were mystery flavors: butter brickle, diabetic, and Chicago. And California, it is known, goes in for avocado ice cream, and Alabama for sweet potato."

Even with this large array of flavors, the old standbys, vanilla (51.26 per cent of all sale), chocolate (16.36 per cent) and strawberry (7.95) lead in popularity.

The author explains the process of concoction, which he says "is one of those things you usually see only in dreams about Wizard of Oz Land."

First, ingredients go into a pasteurizer; controlled air is allowed in. Through pipes, the sterilized mixture funnels into a homogenizing machine, where 3,000 pressure pounds smooth out butterfat particles. Next, it passes through a cooler, and from there into a freezing tube where revolving blades beat and freeze. Ten seconds later out comes the finished product.

More surprises are in store for the industry, Walker states. "A Los Angeles company is already manufacturing vitamin-enriched ice cream. It has all nine vitamins and can be stored for months without deteriorating. Then you can expect mineral-reinforced ice cream. Phosphorus will be one of the diet-needed ingredients. Penicillin ice cream is another future certainty. Just for the sick, of course."

The trend toward vending machines will be apparent in the changing merchandising pattern, Walker believes. Groceries and bake shops are going to dispense a larger quantity than in the past, and leanings toward sale of prepackaged goods (slices or cubes) will increase.

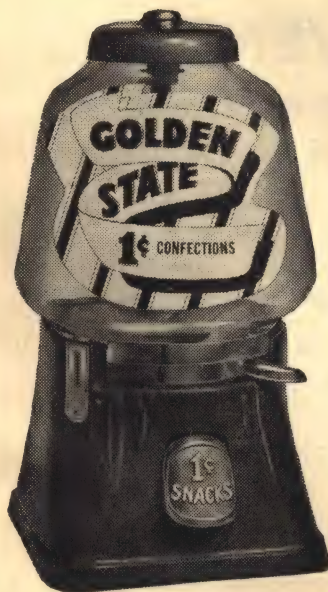
It's been a long time since ice cream received its first public notice in the *New York Gazette* during the American Revolution. Since then, the industry has had continual "American Revolutions," each auguring a greater era than the preceding one.

**65**  
FOR  
NOVEMBER  
1946

**IT'S HERE NOW and we are making  
IMMEDIATE DELIVERY!!**

**GOLDEN STATE VENDOR**

**THE VENDOR THAT ASSURES YOU A  
"GOLDEN FLOOD" OF PROFITS!**



Rugged, service-free operation combines with come-hither beauty to give you an all-purpose, all-product vendor of unsurpassed profit-making ability. A vendor which any storekeeper or location will be happy to display prominently.

Immediately convertible for bulk or ball gum vending with a 5 lb. merchandise capacity. Easy loading, positive agitator together with pick-proof screw top lock offers you conveniences and safety not found in any but vendors selling for much more.

And, best of all, you can order today and get IMMEDIATE DELIVERY.

**Other "Star-Studded Features" of the Golden State Vendor**

- ★ Simple, Easy Portion Adjustment
- ★ Porcelain and Hammerloid Enamel Finish
- ★ Aluminum Mechanism Construction Throughout
- ★ Top and Base Trimmed in Stainless Steel and Polished Aluminum

★ Ideal Size: 7" x 7" x 14"

**\$12.95** EACH FOR SAMPLE ORDERS

QUANTITY PRICES

**\$11.95** each, 25 to 49

**\$10.95** each, 50 and over

Cast Iron Stands—\$6.50 each

**BADGER SALES COMPANY**

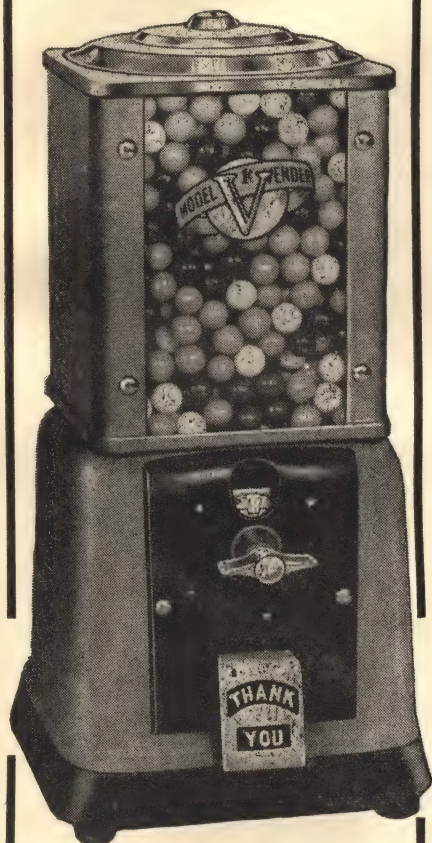
1612 West Pico Blvd.

Los Angeles 15, California



## Victor's Famous MODEL V

The Choice of Thousands  
of Successful Operators



During the long, hard years of emergency, Model V earned new laurels for stability and the ease of adjusting for any available confections.

Post-War Model V, further improved and 5 lbs. lighter, is universal and vends all kinds of bulk merchandise, including Ball-Gum. -- NO ADDITIONAL PARTS NECESSARY!

Model V DELUXE CABINET TYPE is built of steel and has transparent plastic front, making it exceptionally strong and durable for those rugged locations.

EXCLUSIVE DISTRIBUTORS FOR  
CALIFORNIA, OREGON, WASHINGTON

**RELIABLE NUT CO.**

5721 West Jefferson Blvd.  
Los Angeles 16, California

### New Condensing Unit For Refrigerated Vendors

CLEVELAND—The engineering laboratories of Jack & Heintz Precision Industries, Inc., have developed a new type of open condensing unit for refrigeration equipment for installation in soft drink and ice cream dispensers and frozen food vendors. The models are  $\frac{1}{4}$  and  $\frac{1}{2}$  horsepower.

Engineers at the plant point out that their product will simplify service problems inasmuch as a single manufacturer has made all component parts—instead of subcontracting motors, compressors, etc.—thus taking full and undivided responsibility for the unit's efficiency.

Production is scheduled to begin prior to the first of the year.

### Automatic Canteen Merges With Two Subsidiaries

CHICAGO—Automatic Canteen Co. has merged with two of its subsidiaries to form a new Canteen Co., and in so doing, extend its distribution of candies and soft drinks to 16 states and the District of Columbia. The firm will also distribute in northern Illinois and Charlotte, N. C., territories formerly handled by Canteen Service Co. Head of the new corporation is Nathaniel Leverone.

Recently added to the firm's line are cheese and frankfurter sandwich machines, 16 of which have been on location here. They operate on 15-cent play.

### Ceilings Lifted On Gum

WASHINGTON—With the OPA having lifted the ceiling on chewing gum, declaring that it plays little part in the nation's cost of living, vendors are not overly worried about the imminence of advancing prices—not until they receive a larger supply of the product.

### Ice Cream Was Army's No. 1 Morale Raiser

HOT SPRINGS, Va.—“One of the senior Army commanders in the Pacific told me personally that the greatest single factor in raising the morale of the American soldiers in the tropical islands of the Pacific was the ability to give them ice cream.”

So stated Brigadier General Donald Armstrong in a recent address before the Air Conditioning and Refrigerating Machinery Association. The General continued: “This seems like a minor point and yet the morale of the fighting man is the most important element in warfare, even in the atomic age.”

### Price Hike On Nickel Drinks?

NEW YORK—If the price of sugar continues to rise and continues to be scarce, the nickel bottled drink will soon be nonexistent.

That's the sum and substance of a statement issued by Joseph W. Milner, president of the American Bottlers of Carbonated Beverages. In pointing to the two cent per pound rise in sugar since the first of the year, Milner said: “Because the future stability of the soft drink industry demands that the nickel price be maintained, a larger supply of sugar which will permit greater production and a lowering of unit production and distribution costs, is the only way to keep a large segment of the industry from closing its doors.”

### Three-Column Ice Cream Vendor

NEW YORK—The vending trade is awaiting details of a three-column ice cream machine now under construction by West Side Distributing Co. The machine will dispense ice cream in sandwich, cup, and brick form.

## CASH TRAY

THE  
5c

## ALMOND VENDER

IS SWEEPING THE COUNTRY LIKE  
WILD FIRE!



Sets right on the bar and slides from one customer to the next, resulting in sales of 600 to 800% greater than a stationary machine.

Price in lots of 100

**\$9.50 each**

**DISTRIBUTORSHIPS  
STILL AVAILABLE  
IN MANY AREAS**

Inquire immediately about attractive deal

**RELIABLE NUT COMPANY**

5721 W. JEFFERSON BLVD.  
LOS ANGELES 16, CALIFORNIA



## Pertinent Pointers For Bulk Vending Operators On Procuring Locations

The last issue of THE REVIEW featured a story to help the beginning operator launch into the bulk vending field. Selection of equipment and proper quantities to be vended were paramount in the dissertation.

A number of inquiries have been received requesting information on procuring locations.

"What kind of tactics should I use in getting the location to accept my machines?"

"Should I steer clear of spots already having vendors?"

"Is it wise to carry a sample of my machine with me to show the prospect?"

The operator would do well to remember that he is a salesman, selling himself and his service to the proprietor. He should know beforehand exactly how he is going to present his case. No good salesman calls in a state of unpreparedness.

And when he calls, he should be impeccably groomed. The operator's appearance reflects the product he is selling.

The approach must never be made during rush hours. Conversation should be friendly but business-like, brief and pointed. The proprietor's time is worth a great deal to him, and the same thing applies to the operator who, by cutting out superfluties, can land more locations because he is able to contact more.

High pressure methods, heavily sprinkled with exaggerated claims, may win the spot, but such locations are rarely permanent—especially when the owner compares his actual commissions with the figures quoted him during the hopped-up sales talk.

Everybody likes to get something for nothing; the presentation therefore falls into a pretty well defined pattern: the operator's service is not only costless, but he offers the proprietor a definite profit for the small space required. The operator can also point out that the customer is being offered a very desirable service, too, and that a vendor can help stimulate the sale of other commodities. If Junior knows there is a peanut machine in Oscar's Out-Store—and he'll find out about it soon enough—he may pull his mother to the machine, and while inside, she may remember other items she needs or discover some she'd like to have. In other words, the bell the operator tries to ring in the owner's ear is that the vendor and the merchandise the store retails augment and support one another.

Shall the operator bring along one of his machines during solicitations? Procedure varies. Some venders carry a machine with them, filled and cleaned and ready to be placed, and count on its bright spotless appearance for the "convincer." If the proprietor hesitates, offering to leave it for a two-week trial can sometimes clinch the spot. Displaying a picture of the machine has also been used as a part of the approach.

In soliciting locations, there are two schools of thought regarding places already containing vendors. One says: "Why bother with them when there are hundreds of good locations without machines?" The other takes this attitude: "In order for an operator to hold a spot, he must give prompt, efficient, courteous service. I wouldn't think of bumping any location by offering a higher percentage; first, because any owner who will allow you to do that to a competitor will most certainly allow some-

one else to do that to you; second, cutting percentages starts a vicious non-stoppable circle, and before long nobody will be making any profit.

"My policy has been to call on competitor locations in a friendly, pleasant manner. Never do I run down the other operator or mention him adversely. If the proprietor is receiving satisfactory service, well and good—I leave and drop in again at some future time. The situation can change, you know. If the proprietor is not satisfied with present service, I offer to place a machine on trial."

A final word: try and keep your locations within a fairly concentrated area. This saves time and mileage, speeds up service, and enables the bulk vender to push his net earnings one notch higher on the pay ladder.

### A "Sharp" Item From Japan

TOKYO—One of the large industrial plants at Nagoya, formerly manufacturing bullet-proof glass for planes, is planning to use some of the same material to turn out a glass chewing gum.

### "Theatercorn" Incorporates

HARRISBURG, Pa.—Theatercorn, a popcorn vending machine firm, has placed an "Inc." after its name and capitalized for \$20,000.

\* \* \*

Words of a realist: Some guys adore a pretty leg, some love a pretty curl. That's not for me—I want the whole darn girl.

## Dollars From Pennies

ARE YOURS YEAR IN AND YEAR OUT  
WITH THE

*Ideal Aristocrat*

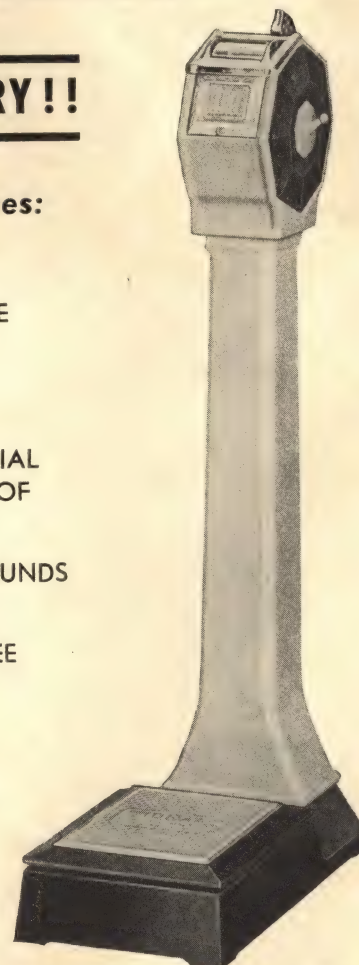
**IMMEDIATE DELIVERY!!**

### Compare These Features:

- 5 YEAR GUARANTEE
- SIZE—45" HIGH, 12" AT BASE
- ACID PROOF PORCELAIN
- FOOL PROOF CASH BOX
- WORKMANSHIP AND MATERIAL APPROVED BY DEPARTMENT OF WEIGHTS AND MEASURE
- WEIGHS FROM 1 TO 300 POUNDS ONE POUND AT A TIME
- CHEAT PROOF, TROUBLE FREE COIN CHUTE
- LIFETIME SERVICE

**WRITE - WIRE - 'PHONE**

Established 25 Years  
In  
Coin Weighing Machine Business



**IDEAL WEIGHING MACHINE CO.**

1012 West 43rd Street, Los Angeles 37, California

**67**

FOR  
NOVEMBER  
1946



# CIGARETTE VENDING



## Politics Win Decision Over Tax Proposal

TRENTON, N. J.—Politics saved vendors and dealers from being saddled with a two-cent per pack State tax. In the days following the measure's advocacy, it was conceded a good chance to pass. Governor Walter E. Edge had announced that he would ask the Legislature to approve the tax to finance a \$100,000,000 veteran's housing program. The proposal was to have been voted on by the citizenry November 5.

At this point Alfred E. Driscoll, Republican candidate for Governor (inasmuch as New Jersey law prevents self-succession and Edge could not run, he has supported Driscoll) conferred with the incumbent and pointed out that the Republican-dominated Legislature was against the tax and that if passed, it would create hostility within the party.

After a brief discussion at the special legislative session, Governor Edge officially killed the proposal.

## Farmer Is Fisherman

SEATTLE—The sun was hot and the day at Sekiu, Wash., was long and the fish weren't biting. Bert Farmer, National Vendor's district manager for Washington, Oregon and Alaska, sat disconsolately in the boat.

Suddenly the line jerked taut. Bert unreeled yards of catgut—and in a matter of seconds the battle was on.

After long and skillful manipulation, Bert hauled in a 24-pound king. To commemorate the event, he canned the salmon and sent tins to his friends, including one to the editor of THE REVIEW.

## Another Cigster For New York

NEW YORK—The latest operator to join this city's swelling cigarette vending ranks is G. Souris, doing business under the G. I. Cigarette Service.



**PSST!**  
SNEAK A LOOK AT  
PAGE 19

## Dip of Business Cycle Ends Cig-Seller's Era

NEW YORK—The seller's market in cigarettes is over; henceforth, consumer consumption will decrease.

That is the opinion of market analysts, who point to the following factors in substantiating their statement: reduction in overseas consumers, such as Army, Navy, Red Cross and UNRRA; increase in cost of tobacco which is passed on to the smoker; and tightening of purse-strings by a more economy-minded public.

Clearer indication of the present trend, according to experts, was Liggett & Myer's order, rescinding an announced price increase because their competitors failed to go along.

Although cigarette consumption has jumped from 34.9 per capita early in the century to 2,000 per capita in 1945, each time the country's business cycle sinks downward, cigarette purchasing drops.

## Cig Men Organize To Fight Indiana Tax

ANDERSON, Ind.—When Governor Ralph P. Gates decided against calling a special session of the legislature, this state's tobaccoists were given until January to organize a strong anti-tax force.

Gates blew the lid off the tax pot when he told a press conference in August that he would introduce a bill to impose a cigarette tax of from one to five cents a pack. Two weeks later Gates announced that he would call a special five-day session on October 1 and propose a tax of three cents per pack.

After conference with his political advisers, Gates decided against the special session.

## Cigarette Production Up

WASHINGTON—Production of tax-paid cigarettes for August of this year showed an increase of 474,952,829 as compared to the same month in 1945. Large cigarettes decreased 6,869,129.

## IT'S FAST, ACCURATE! Count and Wrap Your Coins

WITH

THE NEW BLACKSTONE  
HIGH SPEED DOUBLE BARREL  
COIN PACKER

Count and wrap \$4 in nickels in 20 seconds. Made in three sizes. Nickel—penny—dime. Guaranteed. \$2.10 Postpaid.

THOMAS NOVELTY CO.  
1572 Jefferson St.  
Paducah, Ky.



## Rowe Plays Host to Vets at New Plant

WHIPPANY, N. J.—Five hundred returning war veterans, their friends and relatives, were guests at Rowe Mfg. Co.'s huge new plant, enjoying an outdoor luncheon and sports program on the 50-acre grounds adjacent to the factory.

In signalizing the 20-year milestone in Rowe's phenomenal growth, President Robert Z. Greene told the gathering: "Our business was started in Los Angeles. The factory then was no larger than the gate house of our present plant. In 1932 we settled in Belleville, and soon outgrew our quarters there. We finally concluded with plants in Belleville, Clifton and Newark. Now we are giving up these three plants, and all our manufacturing will be consolidated here in Whippany."

Greene illustrated the amazing growth of automatic merchandising during the past two decades by showing the first cigarette machine and comparing it with the company's first post-war project, The Crusader. Improved models of gum, candy and other type units will soon return to the production line, he declared.

The new fireproof plant, which was built during the war, is a one-story structure with a capacity of 125,000 square feet. Full production is expected within several months.

## Cigarette Prices Increased

NEW YORK—Several months ago Liggett & Myers, makers of Chesterfield, announced a price raise but rescinded when the other major manufacturers failed to go along. Now American Tobacco Co. (Lucky Strike) has taken the initiative, upping their price 25 cents a thousand, followed by Philip Morris and Co., Ltd., Inc., whose new figure to wholesalers will be \$7.38 per thousand less ten and two per cent discounts.

The retail figure will undoubtedly be moved up one cent per pack.

## New Cig Ad Theme

NEW YORK—Makers of Philip Morris have launched a vigorous advertising campaign, spearheaded by a new theme: "Pasteurization."

The copy reads: "Just as pressure cooking retains the natural flavor of fine food, so 'Thermo-ized' retains the natural flavor of fine tobacco. . . . Heat purifies. So for a clear, clean fresh smoke, the world-famous Philip Morris tobaccos are purified and mellowed by radiant heat—'Pasteurized' for your protection."

\* \* \*

"Say, why do they call our language the mother tongue?"

"Because the father so seldom gets a chance to use it."



## Leaf It To Me

For the fourth time in 46 years this country's cigarette production decreased over a preceding fiscal year. Total output for 1946 was 332¼ billions. The other years of droppage were: 1920, 1931, and 1932. In the over-all picture, the huge increase of cigarette consumption has been little short of phenomenal. From 1919 until 1945 production rose from 50 to 340 billion.

Being a cigarette page boy pays big returns—if your name is Johnny and you work for Philip Morris. The "Call for Philip Morris" kid—well, not exactly a kid: he's 34 years old—receives an annual salary of \$20,000. His voice is insured for \$150,000.

Smugglers smugly crossed the French border, bringing along quantities of cigarettes in open view of custom officials, and not a hand was raised to stop them. . . . The inspectors were on strike for higher wages. However, 19 American soldiers ill-timed their entry into Paris from Iceland and were relieved of 567 cartons, valued at \$8000, which they had intended selling on the black market.

When the Board of Education at Somerville, N. J. voted seven to two to allow teachers to smoke in public schools, the purveyors of knowledge retired to the ladies' room, ensconced themselves comfortably in the upholstery, and reached for a smoke. But their satisfaction was short-lived because Fire Chief Lewis A. Spine called attention to a State statute which prohibits smoking in public school buildings.

"When in America, do as the Americans do" . . . Winston Churchill didn't mind conforming to U. S. A. conduct standards while in New York but no one can deprive him of his opinion: he doesn't like the theatre . . . because he can't smoke in it.

The dearth or abundance of frog leg imports depends on tobacco prices! This statement sounds so incredulous that only the unchallengeable word of the Commerce Department places it in the factual category. Here's how come: The croaky web-feet originate in Cuba's Pinar Del Rio province, which is also known for its quality cigar leaf. When tobacco prices are low the growers transfer leafing to a secondary role and hunt the four-legged leapers, which means more frogs and less tobacco. A high tobacco price reverses the procedure.

Cigarettes at a dollar a carton! Chicago police ended the bargain sale by jailing the peddlers: a gang of ten men who had hijacked a truckload of cigarettes valued at \$16,000.

You can now buy "Jeeps" at the price of a pack of cigs. That's because "Jeeps" are cigarettes. They're being manufactured in Danville, Va., principally for export trade, although a nominal quantity will be sold domestically.

The black market bonanza in American cigarettes still raging rampant in Germany has resulted in more stringent regulations.

A United States seaman in Bremerhaven was forced to pay a \$75 fine because he was caught with four packs in his pocket.

The day is not far off when folks will not only be chewing tobacco but swallowing it, thus adding rich protein to their diet. Hold on now—we don't mean the leaf, but the seed. Scientists at the Kentucky Agricultural Experiment Station fed tobacco seed oil meal, supplemented with lysine, to rats. A protein content 4.7 higher than that contained in skim milk powder resulted.

The war isn't over for Philippine tobacco growers. A drought during the season, followed by a devastating typhoon prior to harvest time, resulted in a poor-quality leaf and a total poundage 24 per cent below the pre-war average.

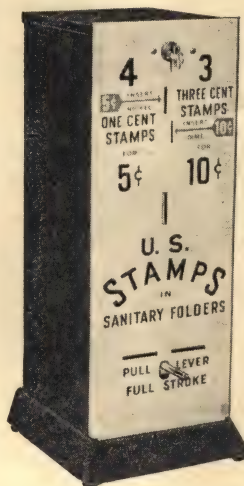
On a fast rebound action, four North Carolina tobacco farmers were rocked by

their own rocks. They were caught weighing down tobacco baskets by the Department of Agriculture's Division of Weights and Measures.

Tobacco exporting is big business—and it's on the increase. During the first half of the year the United States shipped 327 million pounds of unmanufactured tobacco, worth \$171,710,000, compared to 264 million pounds a year ago.

*Fag Ends*—Who should affix the tax stamps, the wholesaler or retailer? Wheeling, Va.'s newly imposed one-cent tax, purportedly effective September 1, was postponed 30 days while the council threshed the matter out. . . . Diamond Match's net profit for the first six months of 1946 increased \$166,834 over a similar period last year. . . . A civilian in Paris who smokes a pack a day shells out \$15 a week for the privilege of puffing American brands.

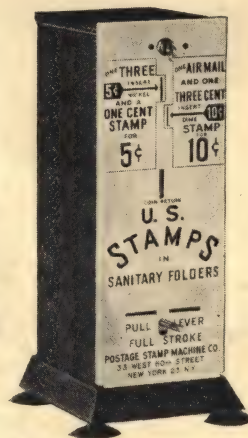
## Become A "Partner" in Uncle Sam's Multi-Billion Dollar Postage Stamp Business



MODEL 100 W  
4-1¢ stamps for 5¢  
3-3¢ stamps for 10¢  
\$35

### SELL SANITARY FOLDERTYPE STAMP MACHINES AND MAKE LARGE PROFITS!

Attractive, outstanding mechanism, instantly removable. Insertion of three or more coins does not jam mechanism. One push rod operates both sections. Folder capacity—150 in each mechanism. Complete with steel cash tray. Base, 6" x 5½"; Height 15". Duplex machines dispense stamps in sanitary folders.



MODEL 200 A  
1 air mail & 1-3¢ for 10¢  
1-3¢ and 1-1¢ stamp for 5¢  
\$35

### MERCHANTS AND PRIVATE INDIVIDUALS ARE CLAMORING FOR THESE MACHINES BECAUSE:

- The Sanitary Foldertype stamp machines will earn for them an immediate income every week with almost no effort on their part. These machines will save the merchant the time and trouble of having to sell loose stamps every minute. More important, they will prevent the losses in pilferage and in torn stamps. (It now costs the merchant more than 4¢ to sell a stamp!)

These beautiful machines, with their modern lines and attractive covers, will add a decorative touch to any store. Suction cups on each machine prevent marring of counter.

There is hardly a place that isn't a good location. Everyone—men, women, and children buy stamps every day of the year. That is why these machines are easily sold to operators to be placed in Drug Stores, Hotels, Dept. Stores, Railroad Stations, Apartment Houses, Cigar Stands, YMCA's or to the individual.

There are no overhead expenses for the individual, no merchandise to depreciate or spoil. Machines are merely serviced, which takes only 3 minutes per machine.

### AND HERE'S WHERE YOU COME IN!

We are offering these machines to manufacturers agents and distributors at a distributors price for immediate delivery all over the country.

### BUT REMEMBER THIS!

- The sooner you contact us, the sooner you get your Sanitary Foldertype stamp machines, the sooner you start on this profitable business venture. Write on your firm letterhead or phone:

## POSTAGE STAMP MACHINE CO.

33 West 60 St., New York 23, N. Y. Columbus 5-6464-5-6

For distribution West of the Mississippi River, contact:

## POSTAGE STAMP MACHINE CO. OF NEW YORK

307 South Hill St., Los Angeles, California

Mr. David Courtney

69  
FOR  
NOVEMBER  
1946



## The Common Match Has Uncommon Century-Long History

Recent strikes in United States match factories, which tied up 80 to 95 per cent of the country's production, focused attention to this little but important vending item—the friction match.

How did it originate? Who was the inventor? What is its history?

If it hadn't been for the acumen of a Swedish scientist, A. E. Pasch, match factories today would be exacting a high toll in human life. The phosphorous type, invented in 1816 and produced commercially in 1833, was not only highly inflammable and the cause of numerous fires, but exposure to its ingredients in factories brought on an incurable disease called phossy-jaw.

Eleven years later Pasch invented the safety match, which was later improved upon by the Lundstrom brothers in Jonkoping. In 1855 it had won world-wide acceptance.

Sweden was the cradle of the match industry, and for the past century it has held a pre-eminent position. Controlling International Match Corp. and its affiliates, the Swedish Match Co. owns or controls the country's factories and is the world's largest manufacturer and distributor, producing one-fourth of the global supply and shipping 95 per cent of its output overseas. Its huge export volume began in 1850 when C. F. Lundstrom joined hands with Bryant & May of London, with basic foundation for foreign shipments being established in 1867 when W. Winkler of Hamburg pioneered sale of the Jonkoping match.

Principal importers of Sweden's annual 20 million gross boxes are the British Empire, Holland, Netherlands Indies, United States, Greece and Malaya, with two-fifths of the export total going to Great Britain. In 1939 safety box exports totaled \$3,665,273.

Before the war, International Match, by extensive factory purchases, was in control of 25 countries, including France, Belgium, Denmark, Finland, Estonia, Holland, Yugoslavia, Latvia, Norway, Rumania, Poland, Hungary, Austria, Germany, Switzerland, Portugal, India, Burma, the Philippines, Guatemala, and the Dominican Republic.

When the Nazi hordes juggernauted into Poland in 1939, Swedish match fortunes plummeted downward like a V-2 rocket bomb. Exports were not only drastically slashed but factories in Rumania and southeastern Europe were severely damaged.

Swedish Match Co. plants in South America, Australia, India, Egypt, Syria, Palestine, and Haiti stepped up production during the war while factories in the Far East, such as China and the Philippines were Japanese-occupied and therefore static.

England's largest match company, the British Match Corp., is also affiliated with the Swedish concern, and extends their influence to New Zealand, Australia, South Africa, Brazil and Canada.

Most of Britain's output consists of the strike-anywhere type. In 1938 the United Kingdom consumed 75 billion matches, with 55 per cent of their requirements being manufactured in the Kingdom, the balance being imported from Sweden, Russia, Belgium and Finland. Britain's raw materials, with the exception of wood for stems, which is imported from the United States and Canada, are home-made.

Before 1939 there were 45 match-producing countries; topping the list were Sweden, Russia, northern European countries, and Japan.

The common match has come a long way since the day its friction secret was first discovered by John Walker. 1827-1946; 119 years of faithful service to humanity.

### OPA Wins Suit Against LSMFT

NEW YORK—The Office of Price Administration was awarded a judgment of \$347,607 in their suit against the American Tobacco Co., makers of Lucky Strike cigarettes, for over-ceiling sales of their product from the period December 1, 1943 to July 1, 1944.



A partial view of the extensive parts department of Messrs. Parina & Co., coast distributors for DuGrenier, Inc., in San Francisco, where cigarette operator needs are quickly and immediately filled.

### Parina Offers Immediate Delivery of DuGrenier Parts

SAN FRANCISCO—During the war years, cigarette operators limped along under two major handicaps: shortage of smokes and lack of parts. With rising cigarette prices forcing many operators to convert their machines to handle 20 cents instead of 15, the need for parts has been doubly accentuated.

Those were the factors that spurred Messrs. Parina & Co., Western Distributors for DuGrenier, Inc., to plan for a large and complete parts department.

The plans are now completed and the department is fully stocked. Operators can receive overnight delivery on their requirements.

A vender who had been trying for a week to obtain certain items, walked into the firm's headquarters, looked over the stock—each item clearly marked and visible in glass containers—and remarked: "It certainly is a pleasure to see a parts department of this kind and to know my needs will be promptly taken care of."

### From Palestine To Chicago

CHICAGO—Among the foreign coinmen planning to be on hand for the National Show in February is Huna Solomon, whose headquarters are in Jerusalem. He is Mid-Eastern representative for Edelman Amusement.

\* \* \*

Our cafe expert was sitting in an eating place the other day when a pretty girl and a middle-aged man came in. The waiter started taking the girl's order and noted that she hadn't ordered a favorite seafood:

Waiter—How about the lobster, miss?

Girl (glancing at her escort)—Oh, he can order for himself.

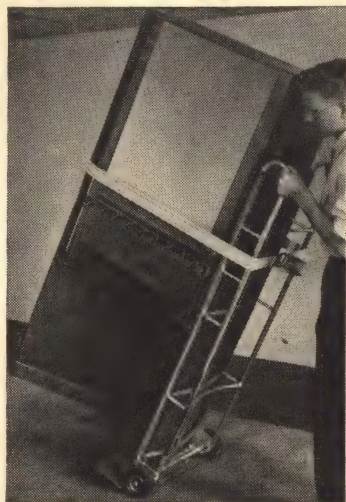
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## OPERATORS!

### The GP All Metal HAND TRUCK

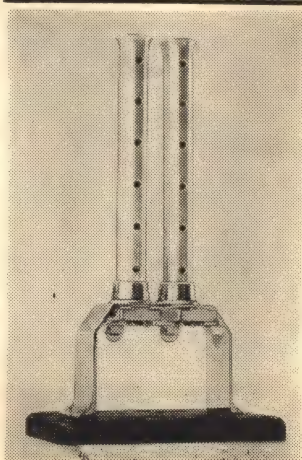
#### Will Solve Your Problems

Sturdy, durable appliance truck with rubber bumpers, weighs only 31 lbs. All welded steel tubular construction. Stands 60" high, 24" wide, has 4 1/2" toe plate for loading. Will carry 1500 lbs. Unique skid rail prevents jolting when moving truck down steps, curbs. Ideal for moving cigarette machines, phonographs, consoles, etc. PRICE ONLY \$34.50 each.



### COINMATIC DISTRIBUTORS

2712 W. Pico Blvd. Parkway 3188  
Los Angeles 6, Calif.



## JUNIOR CHANGERS - -

Highly polished chrome finish—precision machined—weighted non-slip base—capacity thirteen dollars in nickels—dispenses 5 coins from each tube—

**\$17.50**

(distributor discounts)

*Northwest Sales Co.*

3144 Elliott Ave., Seattle 1, Washington





## Boston Is Sweet On Candy Industry

BOSTON—The staid Boston press waxed enthusiastic over the candy industry and its achievements in a story titled "Candy Sweetens N. E. Trade Volume," appearing in the Sunday magazine section of *The Boston Herald*.

The article revealed that candy manufacturing in the United States is a 600 million dollar business, producing two billion pounds annually, and that the confectionery industry is seventh in the list of food manufacturing concerns, using millions of gallons of milk and cream, tons of sugar, thousands of tons of butter, fruits, and nuts; tons of chocolate, corn syrup and molasses.

After highlighting Massachusetts' role as one of the country's largest candy producers, and reciting significant points in its past history, the story mentions the important job the industry performed in supplying the armed forces during the war. Because the Quartermaster Corps recognized candy as a vital source of energy to its fighting men, many confectionery plants were called upon to produce the "K" ration chocolate bar.

In concluding, the feature acknowledges the present supply crisis and says that the continuing shortage of sugar and demand from starved overseas nations may mean candy production will continue on a restricted basis for months to come.

## Candy Makers Entice Workers With Sugary Proposals

CHICAGO—"Come in and see our Wonderland of caramels, nougats, nuts and creams. . . . If you want your favorite candy for family and friends, we'll sell it to you at a liberal discount . . . sample all you like. . . ."

Who says there's a candy shortage?

There's only one string tied to this tantalizing offer: you have to be on the payroll of the company.

Candy manufacturers, even with shortages of material, still lack sufficient personnel, and many firms are tempting sweet-hungry women and girls with mouth-watering offers.

## Nestle's Re-nestle In Foil

NEW YORK—Unlike Lucky Strike green, which went to war and didn't return, Nestle's pre-war aluminum foil once again shines forth from its peace time wrapper.

The foil goes back on the five-cent bars at once, with Economy Size Bars donning the silver sheened cloak by year's end.

In January, 1942, when the War Production Board forbade the use of aluminum packaging for commercial purposes, Nestle's were cased in greaseproof paper.

# Bar Men Urge Decontrol As OPA Issues Confusing Directives

CHICAGO—OPA's two most recent orders, SO 182 and MPR 615, purported to give price relief to hard-pressed bar manufacturers, are the two straws that are breaking the candy maker's back. As a result, reverberating cries for decontrol are more widespread now than at any time since Price Administration entered the picture.

SO 182 allows firms whose margins of profit have dropped below normal peacetime levels to raise their ceiling to obtain a five per cent return on sales. MPR 615, effective September 23, permits one of two courses of action: increase in the retail ceiling price or reduction in size of items on which production costs have risen.

In an attempt to clarify both directives, an OPA official in Washington stated: "Reduction in size to an extent that does not change the merchandising function of an item and does not result in a new item, the reduction in size is equivalent to a price increase; therefore a manufacturer entitled to price relief under SO 182 may reduce weight or combine with partial increase in price provided total of such changes does not exceed price relief authorized by the order."

In determining his maximum prices, the manufacturer must compute the total cost of his ingredients and packaging materials, using the period of his most recent purchases between Dec. 31, 1945, and Sept. 17,

1946. Purchases made during the OPA hiatus, July 1 to July 25, 1946, are not applicable. After issuing the two orders, OPA further muddled the situation by raising the ceilings on cocoa butter 13 cents a pound and other cocoa and chocolate products 27 per cent, which means that manufacturers' costs between the December and September period on which his compilations are based are not true evaluations; another amendment will therefore be necessary. (Chocolate molded items filled or unfilled are not included in MPR 615, nor are bar or packaged confectionery for which manufacturers' price to wholesalers is greater than 68 cents.)

The figure thus arrived at is then multiplied by 1.85 on bar items and those packaged in six or less individual pieces, and 2.27 on packages containing more than six pieces.

The manufacturer is given 30 days to file his report; if not disapproved, the new prices go into effect 20 days after filing. However, the manufacturer may, if he so desires, retain March, 1942 freeze prices or prices authorized under the recent adjustment if he notifies the OPA of his decision.

The candy industry's primary complaint is that neither of the two orders provide any direct relief from increasing costs of ingredients. A manufacturer who fills out the complex forms and receives the "go ahead" after expiration of the 20-day

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## VENDING DEVICES—SUPPLIES

The Highest Quality Merchandise Money Can Buy

COIN WRAPPERS and COUNTERS—CHARMS

PARTS—GAMES—NEW and USED BULK VENDORS

Complete satisfaction, positive results, are yours with every VIKING product.

Place your orders TODAY. Special attention to new accounts.

HERE NOW! ORDER NOW!

**NORTHWESTERN DE LUXE**

The World's Finest Bulk Vendor

DELUXE		MODEL 33	
Lots of 100 or More.....	\$21.85	Lots of 100 or More.....	\$10.60
Lots Less Than 100.....	22.35	Lots Less Than 100.....	10.75
Lots Less Than 25.....	22.60	Lots Less Than 25.....	10.95

(F.O.B. Factory)

**VIKING**

**SPECIALTY COMPANY**

530 Golden Gate Ave., San Francisco 2, Calif.



period, will flounder back in the same abyss if increased ingredient costs lower his profits to less than five per cent. Should that happen, it will be necessary to compile new cost figures and continue the same form filling routine. If material costs maintain their upward spiral, he will be doing little else than paying accountants to compile figures.

It has been pointed out that 25 per cent of ingredients now going into candy bars have been decontrolled. This means that while non-ceiling items rise, profit on the finished product, which is price-controlled, is squeezed tighter.

While some manufacturers have added weight to the bar and moved the retail price to a dime, other manufacturers are cautiously holding back. Altering present candy machinery and packaging equipment to handle the new size is an expensive undertaking. When the inflationary cycle snaps, the cost of returning to the old size will also be considerable. Realizing that automatic vending is a vital factor in bar sales, manufacturers do not wish to court disfavor of one of their major outlets by forcing the vender to change coin chutes, which would add to operator expense. Just how long the public will look upon the ten-center with acquiescent eyes is also problematical.

Upping the retail price to six, seven, or eight cents will not only cause vending machine men to change chutes, but they will have to stuff wrappers with pennies.

Leaders in the sweets industry, polled as to their reaction on the two OPA orders, responded as follows:

One of the country's largest bar makers declared that OPA is now on its last legs and that this is a proper time to add to existent confusion and red tape. "This bureaucratic regimentation, which stifles production," he said, "is another example of OPA bungling and inequality. These orders adhere to the pattern of all OPA formulas, that of muddling and further complicating an already complicated situation. The OPA has never done a half-way effective policing job on this industry and it certainly can't start at this late date."

Another manufacturer states: "With increased costs of sugar, corn syrup and chocolate coating in the offing, our industry will have to get production without the OPA or it will be the end of our industry."

When OPA released SO 182, a large eastern candy maker put three accountants to work, trying to determine whether the firm was eligible to file. Then MPR 615 was issued. Asked if he would compile the statistical cost data under the latter order, he replied: "Not until my accountants finish their work on SO 182."

"More and more manufacturers," reports a confectionery executive, "are simply adding a fraction of an ounce to their nickel bars, adopting a new name, a different wrapper, and doing nicely at ten cents. There is no doubt that today a receptive market exists for ten cent bar goods."

## New Candy Manufacturers

CHICAGO—Despite shortages of vital ingredients which have forced several candy manufacturers to close down, this city's fall issue of the Red Book business telephone directory shows that ten new manufacturers have been added to the ranks: Dover Candies, Inc.; Drexel Service Co.; G. N. Hange, Inc.; Hilda's Specialties; Kopper Kettle Konfection Co.; Lewin Candies; Pappas Sales Co.; Robert Pentel; Perkens Confectioners; Tas Candies, Inc.

# Scarce Candy Supply Veers Venders To Nuts

The shroud-like mass of clouds forming the black market has moved over the candy vending field, casting bleak shadows over name bars and almost extinguishing the already scarce supply for the legitimate-buying operator.

The manufacturers are scrupulous in adhering to the letter of the quota and price laws, but after leaving their shipping departments, the cases become detoured, and in due time feed into the hungry maw of the marketeers. They get into the hands of street hawkers who peddle them for a dime. Jobbers, whose warehouses are crying for merchandise and who realize they must derive a high profit from their low-volume set-up, sell them to operators for four cents each; the operators, in turn, vend them for a nickel. The bars are in such great demand that many locations, such as industrial plants, allow them to be vended without commission—as a service to their employees. Other locations, realizing that top brands attract buyers who would not otherwise patronize their establishments, accept the no-commission stipulation in the hope it will sell other goods.

Then there are jobbers who receive their nominal quota of top name bars and use them in tie-in sales to move unknown brands, i.e., the customer must buy ten or 12 boxes of inferior merchandise in order to get two boxes of standard confectionery.

Two other factors aggravate the situation: failure of the OPA to deal with all violators and the channeling of a high percentage of sugar into more profitable fancy packaged delicacies.

One of the largest jobbers in the West recited this story: "We were buying quantities of bulk candy from a firm. For easy calculation and for illustrative purposes, the OPA price was eight cents a pound. The manufacturer billed us at ten cents a pound, less a 20 per cent distributor discount, which brings the price down to the

OPA ceiling of eight cents. That two cent discount was our profit, incidentally. Candy became scarcer and he started billing us at ten cents a pound without the discount. We wrote the firm, calling it to their attention; they said if we didn't want the merchandise on those terms that we didn't have to buy any. We went to the OPA, who gave us no satisfaction. The manufacturer heard about it, crossed us off the list, and won't do business with us. So there we are. If we accepted the merchandise at ten cents a pound and sold it at the ceiling figure, we would lose money because of handling costs. If we sold above the OPA ceiling, someone would turn us in and the OPA might fine us."

Violations reported to the OPA aggregate hundreds daily, but that office simply does not possess a large enough staff of investigators to check all of them.

Caught between the black market, the OPA, and diversion of sugar to fancy boxed goods, the operator's supply continues to dwindle. His candy machines are either loaded with off-brands which don't move fast or they're partially empty. What is he to do?

One of two things—or both: fully or partially fill his machines with packaged nuts or cut down the number of candy machines and blossom into bulk vending.

The cost of nuts, as a result of increased labor, freight rates, general processing and packing is more than double—almost treble—pre-war days. For example, Spanish peanuts cost eight cents a pound in 1940; today they're 20. Blanched Virginia peanuts were 12 cents a pound; today they're 35. However, packaged nuts vendable at a nickel do not cost more than the price of candy, which is 68 cents for a box of 24 bars.

There are two advantages to packaged nuts: first, with current shortages of good-brand bars, the operator doesn't have to



Meet lovely Elaine Howard who sings the famous BIT-O-HONEY song on Schutter Candy Company's ABC network program, David Harding, Counterspy, every Sunday afternoon at 5:30 p.m. EST. Counterspy is one of the highest ranking programs on the ABC net. Both BIT-O-HONEY and OLD NICK candy bars are advertised on this exciting, fascinating Schutter program, which is heard over the entire ABC network of 196 stations. Listen to David Harding, Counterspy, next Sunday afternoon and you will understand why every week sees new thousands asking for these great favorites: OLD NICK and BIT-O-HONEY candy bars.



worry about a candy competitor moving in. The lucky few who are able to procure top-grade bars have neither the time or inclination to invade rival terrain as they are kept awake nights trying to figure out which of their present locations should get them. Second, sales volume on packaged nuts is greater than off-type bars.

While the operator in the bulk vending field pays more for his merchandise than he ever did, he can regulate the portions dispensed in accordance with the cost.

Today nut men are making more money than ever before, and this is traceable to volume sales. Volume sales, in turn, is traceable to greater small-unit buying power. With inflationary trends discernable on all sides, the penny and nickel are almost nonentities in our economic structure, having lost the purchasing significance of depression and post-depression days.

The operator trying his wings in the bulk vending branch is probably perplexed as to what type of merchandise to place at various locations.

First, a brief picture of customer taste preferences. A survey conducted by THE REVIEW indicates that Virginia blanched peanuts top the list, outselling all other varieties two to one. Spanish peanuts come next, with mixed nuts a close third.

In the penny field, at markets, drug stores and other spots patronized largely by women and children, Spanish peanuts and charms are the best bet. In factories and industrial plants, peanuts are the fastest selling item. Mixed nuts go well any place.

In the five-cent field, small almonds are tops by a wide margin. Good mixed nuts and cashew butts are also good. Whole cashews are impracticable because their curved shape binds in the machine. Pistachios should never be used in the push-pull type vendor because the hard shell catches in the merchandise pocket; in the revolving turn-table type, a spring clears the pocket and operation is therefore trouble-free. Almonds whet the taste buds and are repeaters for customer palates. Filberts lack that come-again flavor, and for best results should be mixed with other varieties. Pecans are fair sellers.

Two major machine classifications comprise the bulk vending field: the hot nut vendor and the cold nut vendor.

The hot nut vendor is a nickel seller. Nuts are warmed by light bulbs, usually one at the top of the machine and one at the bottom. Some maintain their lights continuously, others illuminate only upon insertion of a coin. One man, without assistance, can handle 200.

The following cost and profit tabulation is based on the premise that machines will empty twice a month, which is a low average. Some vendors require refilling once every two days; some empty once a week.

#### ORIGINAL INVESTMENT

200 machines @ \$50 each.....	\$10,000
Merchandise for initial fill (each machine is of six-pound capacity; average cost of nuts 30c per pound) .....	360
Brackets, floor stands (Required by one out of five machines) .....	200

Total Investment ..... \$10,560

#### PROFIT PER MACHINE PER FILL

Receipts: 96 portions at 5c each .....	\$4.80
Merchandise and cups.....	\$1.93
25% location commission.....	1.20

Net gross per machine per fill ..... \$3.13

200 machines refilled twice a month @ \$1.67 each .....	\$668
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#### EXPENSES

Depreciation (five years).....	\$167
Car expense, gas, maintenance..	30
Insurance (public liability).....	5
Replacement parts, etc.....	5

Total expenses ..... \$207

Net profit ..... \$461

A single operator can handle 500 cold nut vendors without exerting pressure. If he has a minimum of service difficulties, he need only devote three weeks a month. Working every day, one man can take care of 700 machines. The profit chart shown below is based on 500. Because the cost of merchandise and cost of machines vary, the figures given are compounded averages.

Receipts are based on once-a-month fillings, which is an absolute minimum. Some vendors empty twice or three times a week. If it requires longer than a month for a machine to unload, the location is not deemed profitable enough to warrant retention.

Responsible authorities in the business claim that a country-wide over-all net earning average is one dollar per machine per month.

Here is the breakdown:

#### ORIGINAL INVESTMENT

500 machines @ \$13 each.....	\$6,500
Merchandise for initial fill (25c per pound, 5 lbs. per machine) .....	625
Brackets, floor stands (Required by one out of five machines) .....	500

Total Investment ..... \$7,625

#### RECEIPTS

Gross receipts (dispensed at 60c per pound).....	\$1,500
Less 20% location commission .....	300

Gross Profit ..... \$1,200

#### EXPENSES

Depreciation (five years).....	\$110
Car expense, maintenance (depends on concentration of route; more concentration, less expense) .....	35
Insurance (public liability).....	10
Replacement parts, etc.....	10

Gross Operating Expense.....\$165

Cost of merchandise .....	\$625
Net operating expense.....	\$790

Net profit .....\$410

You will note that location percentage on the hot nut vendor is 25 per cent, whereas it is only 20 for the cold. The location has the added expense of electric current in the former type, hence the higher commission.

At present the bulk vending field is almost entirely free of strife and chiseling. That's because countless locations are wide-open for machines. In the future competition will intensify, but right now there are more likely spots than there are machines to cover them.

"The only time I try to move in on a rival," a 500-machine vender told THE REVIEW, "is if his vendor is dirty, empty over a period of time, or bears other earmarks of poor service. I object to the uninformed newcomer who uses stupid tactics to gain spots. He isn't hurting anybody but himself right now, but when competition becomes keen again, he will hurt everyone.

"An ex-serviceman bumped several of my spots by the simple expedient of flashing his discharge button and giving the location a pound of butter. Next thing somebody will hike percentages and the battle will really be on. So far, the 20 per cent commission has been pretty well adhered to."

Another old-time vender says: "I'd like to advise the newcomer to confine his operations to two types of machines. I realize that with equipment not being very plentiful, the operator buys what he can get. But with five or six types, he has to handle countless parts and a mess of keys; service problems become complicated. By confining his operations to no more than two varieties, he can carry replacement machines in his car and switch the ailing for the mechanically perfect right on the spot, instead of having to remove the machine."

Another nut machine operator of long standing has these words of caution to of-

## FOR BULK VENDORS PAN'S "HARD SHELL" CANDIES HAVE WHAT IT TAKES

Finest Quality — Snappy Appearance

Easy Vending — Correct Price

Are You On Our Mailing List?

Production limited to current raw material supplies

## PAN CONFECTIONS

NATIONAL CANDY CO.

311-329 W. Superior St.

Chicago 10, Illinois



fer: "I cannot stress too strongly the care a vending man must exercise when buying equipment. He should check in every way possible, through every reliable source—and he would be wise to buy just a few and try them out first—before investing his entire capital. I know a manufacturer who offered immediate delivery. One man paid \$1100 for 900 of them. The mechanism was faulty; customers were robbing him blind. Today he'll sell the lot for a hundred dollars."

A former roofing salesman who started with 30 and built his route up to 600 states: "My advice to the beginner is to handle 20 or 30 on a part-time basis, get his soundings as it were, and from the experience acquired, expand to 500 or 700 or as many as he desires. Some men stop at 50 or 60 and do nothing more."

A good illustration of how aggressiveness and sound business judgment—plus determination—pays off for ambitious aspirants is the story of a chap who debuted in nut vending with 30 machines in 1937. Those were penny-less days, and despite all his efforts, the operation went in the red. He drew on other resources to keep the boat from capsizing. But he persevered. In a long uphill battle, he built a larger route, then expanded into soft drink, candy, cigarette and ice cream vendors. Currently his locations consist of the juiciest industrial sites in his area, and he recently constructed a huge new warehouse.

Forty nut machines in a depression era. . . . Nine years later a gigantic operation still in the throes of growing pains. It was done once and it can be done again and again.

\* \* \*

"You say he left no money?"

"No, you see he lost his health getting wealthy and then lost his wealth trying to get healthy."

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## Candy And Peanut Councils Launch Large Scale Educational Programs

CHICAGO—To give the nation a modern conception of confectionery products as food and thus increase consumption of candy and peanuts is the twin aim of the Council on Candy and the National Peanut Council.

The Candy Council's campaign furnishes a powerful antidote for a too-prevalent anti-candy attitude and stresses the confectionery's proper place in the diet.

In launching their most ambitious education program, directed primarily at schools, the Council has issued a six-page folder, entitled "The Body's Need for Energy," which will be offered teachers through coupons in leading home economics magazines. It is styled to fit student notebooks.

Free teaching aids of 1945-46 will be issued and offered to instructors. Included in the mailing is a "school kit" consisting of three large wall charts and a four-page folder, "Candy and Other Energy Foods." 17,000 teachers received these last year, in response to Council advertisements, and it is hoped that thousands more will utilize them this year.

"Our aim," stated John H. Redd, Council chairman, "is to assist the schools in their efforts to encourage the consumption of better-balanced meals. The Council is as opposed to overindulgence in candy as is any nutritionist. But we know that candy, eaten in moderation and at the right time, contributes to the health and well-being of the consumer, and we want the facts taught in the schools—not the old out-moded

theory that candy is a sinful indulgence.

"A candy bar does not constitute a suitable breakfast. A box of candy is no substitute for a balanced lunch. But candy, supplementing the so-called 'protective' foods, is valuable in meeting the caloric need of active Americans of all ages."

This line of reasoning is backed up by Dr. Julian D. Boyd, famous nutrition expert, who says: "Milk, eggs, meat, vegetables, fruit and fish liver oil often are termed 'protective foods' because of their high content of the protective nutritional factors: protein, minerals, vitamins. Amounts of such foods adequate to meet fully the needs for protective substances will not in themselves insure adequate amounts of energy. The remainder of the energy is offered through foods which do not contribute much, if anything, to the essential quota of protective factors."

Results of the Candy Council's fact-packed campaigns in the past have borne fruit in Detroit, where Winning S. Pendergast, lunchroom supervisor of the Detroit Board of Education, has issued the following statement:

"I have been asked my opinion about the sale of candy in school lunchrooms. This is a controversial question; some people argue that candy should never be sold; others feel that the profits on candy bring down the selling price of other foods, like vegetables.

"We will omit all discussion of poor candy and unwrapped candy. None of us want to offer the big, cheap bar which appeals through size alone to the unwary and inexperienced purchaser. We will think only of the good, established, wrapped bars, selling for five cents or one cent and made by reputable candy companies.

"It isn't the use of such candy bars that is bad; it is the abuse. The candy itself is good, and good food. Let's get over the idea of our Puritan forbearers that anything we like must be bad for us.

"The one real problem that arises in dealing with candy and children is that candy is so good and packs so many calories that its unguided use is apt to surfeit the appetite before the really necessary foods—the basic seven—are consumed in amounts necessary for good nutrition. In Detroit we treat candy as any other dessert. It is displayed last on the dessert counter, not more than four kinds at a time, so the display will not take up an undue share of the counter. We limit the sale, one to a customer, and no child may buy candy who has not bought or brought his lunch. We want to be sure that his candy bar is a dessert and not his lunch."

The Peanut Council, who made its debut in the national magazine field last year with insertions in *Parents' Magazine* and the *Saturday Evening Post*, has approved a budget of \$100,000 for advertising and \$35,000 for public relations and publicity.

### Coan Steps Up Production

MADISON, Wisc.—The battle of production at Coan Mfg. Co. is being won. The firm is now delivering 1,000 vendors a month, and will soon step the figure up to 2,000. Old customers are receiving first consideration on shipments.

Soon to hit the line is a new ice cream machine and an air-conditioned candy bar vendor.

## Your Profits on the March Again!

### Revco ICE CREAM VENDING MACHINE

Here's the newest profit-making opportunity since the war.  
**OPERATORS . . . ICE CREAM DEALERS . . .** Revco gives  
 Fast Turnover . . . is Easy to Service. A natural in today's market. Write for full details.

*m-m-m hits the spot!*

## Revco INC.

DEERFIELD • MICHIGAN





# There is Only **ONE LEADER**

*and in  
Candy Bar Machines  
that Leader is*

## **U-SELECT-IT**

Dependability in a vending machine *must be earned*. It can't just be claimed . . . or bought . . . or hurried into being. Only years of consistently fine performance can confer it. In twenty years more U-Select-It machines have been made and delivered than all the other types put together. More than 500 operators put \$12,000,000 dollars' worth of candy through 40,000 U-Select-It machines each year with an amazingly small amount of mechanical trouble. Hundreds of thousands of people daily use U-Select-It machines with absolute confidence. This, is an earned dependability!

### *The New* **U-SELECT-IT**

- is built by the originators of the conveyor type machine!
- is easy for *one man* to handle, hang or service.
- is small, compact yet has more display and greater capacity.
- is tough and rugged enough to last a lifetime with ordinary care.
- is the finest machine built . . . priced to give the greatest value.

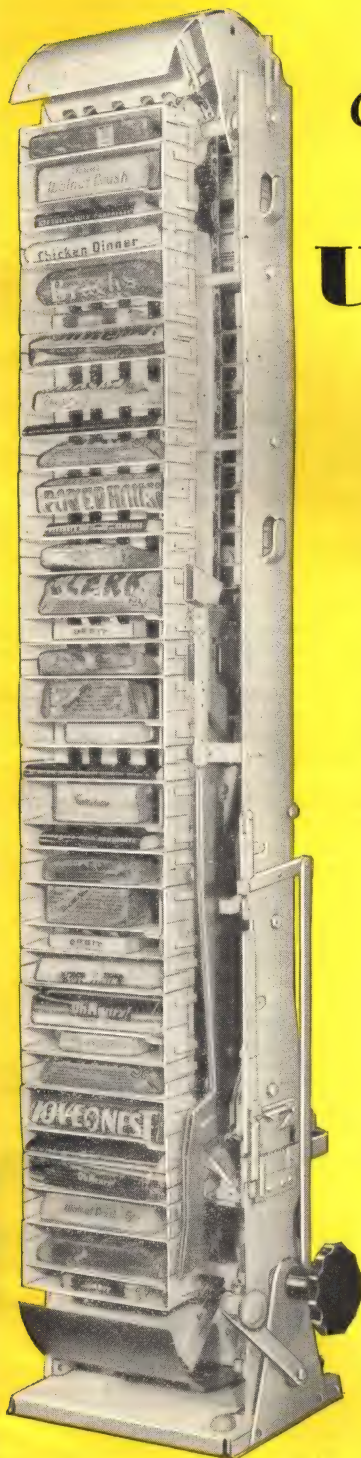
MODEL 74's - - \$ 85.50

MODEL 148's - - \$110.00

(F.O.B. factory)



The No. 74,  
vends 74 candy bars



U-Select-It's  
rugged construction

# **COAN MANUFACTURING CO.**

2070 HELENA STREET

MADISON 4, WISCONSIN

**75**  
FOR  
NOVEMBER  
1946





Lots of interest here as R. W. "Dick" Hood, president of H. C. Evans, points out the features of the new Evans "Winter Book" at the showrooms of Pacific Coast Distributors, Los Angeles. Coinmen shown, left to right are: Johnny Nelson, Bill Sorenson, Tad Simonson, Leonard Micon, "Dick" Hood, Cliff Manske, and Al Reisz.

## Columbus

Business around here during the first weeks in October was stymied by a local transportation strike. Both the transport workers and their bosses have been in a tug of war which seems to lead to nowhere. Neither one wants to give in to the other.

Speaking of presenting an out when explaining the slow times, those words do not apply in the case of Woolf Solomon over at Central Ohio Coin Machine Exchange. He says that business is really brisk in respect to pin ball games. While your reporter was talking to Woolf one afternoon it seemed as if the phones were going to ring themselves off the wall. A lot of operators were keeping him busy with orders.

In passing, I'd like to say that I found Woolf a mighty swell fellow to talk to. Despite his apparent lack of time to "shoot the breeze," he wasn't too busy to chat awhile.

Two of the industry's regional distributors were in town this month checking with local distributors on their needs. They were Gary Weber and Bert Dean from the Cleveland offices of AMI and Personal Music Corp.

Passing out the cigars this past month was papa Sarcus Anthony. And like most parents, who express a desire for a visit from the Blue Stork Air Lines, the Anthonys are lullabying a baby boy.

Starting his freshman year in the school of applied economics and swinging a mean dishcloth is Mike Russillo who recently took on a co-op. Mike and Lillian Doughty,

the new missus, just recently completed their honeymoon.

In this period of everything having a "rising" price but nothing a "declining" price, it might be well to report that pints of milk sold through vending machines escaped the most recent milk increase passed on by local dairy distributors. Pints still sell for 10 cents each through the machines which are located, for the most part, in factories and plants in this area.

According to figures released this month by W. D. Bailey, chief of the cigarette tax division of the Ohio Taxation Department, the state's take from the cigarette tax during the first nine months of this year was 52.96 per cent higher than it was during the corresponding 1945 period. The state collected \$11,521,722 in cigarette taxes up to October 1 of this year, as compared with \$7,532,463 during the first nine months of 1945. The increase amounted to \$3,989,259. The wave of increased collections continued throughout September, Bailey said. Last month, the state collected \$1,331,368 as compared with \$1,041,510 during September of 1945.

If any of the coin boys happen to hear a few selections from *Rigoletto* or *The Student Prince* while they're dropping in on a location in central Ohio, they don't ask what station's on the radio. Most likely it's Central Ohio Coin Machine's own golden-voiced baritone, Ray Buechner. Ray, who's on the road as a sales representative for COCM, has been singing this past summer at Franklin Park, and also warbles for a local light opera company.

Planned Music, Inc., operated by two veterans, Richard J. Redmond, a former

employee of the Mutual Broadcasting System in New York, and Pat Kirwin, formerly an assistant to the alumni secretary at the Ohio State University alumni office, is going great guns in Columbus. The two pioneers have nearly 30 local industrial concerns, offices and business establishments using their wired musical programs. Four different types of programs are piped to clients every 15 minutes past the hour, each running from 22 to 25 minutes. A period of silence follows each program because researchers have found music is more stimulating to workers when played at intervals.

Ball gum has been a problem around here. One operator said he was going to place some more machines as soon as possible, but his supply of gum was just about nil. Central Ohio Coin got a shipment of ball bubble gum recently for the first time in 10 these many moons.

Maybe it's the fall season, just like a woman who dons her autumnal chapeau with its bright feathers or ornamental bird, but several of the local distributors have been giving their buildings a facial. Included in this bracket are Mike Charie of the Capital Pla-Mor Distributing Co. and the Anthony Bros. Coin Machine Co. Both have redecorated their fronts.

In fact, Anthony Bros. have moved into a new location on North High St. One of them told your reporter that he had so many things to do that everything was spinning around in his head. Ol' Man Shortages has stymied the boys in their efforts to get the new headquarters shaped up right.

Woolf Solomon is getting ready for his bi-monthly visit to Chicago. Brother Sam will take over for him while he's there.

The beer situation seemed to ease here almost magically. Overnight, or so it seemed, there was plenty for everyone. Several locations had closed down several nights a week due to the drouth, but I'm happy to report that all are dispensing the golden brew once more. And, that's good for business.

Harry Buck, right hand man to Mike Cohen, head of Myco Automatic Sales Co., is sporting a new car. Congrats, Harry, and what's the secret?

J. Shaucet at Times Vending Machine says that things are moving along okay. No complaints in his department.

Arthur Puetz, Garfield Novelty Co., is busy making repairs on equipment. Had a handful of roller bearings when I saw him last.

Stole a glimpse of the shipping room at Columbus Vending Machine Co. and it looked like some operators are going to have some much-needed equipment before too long.

Walter Allee, formerly with Amster-

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### WANTED FOR CASH!

ROCK-OLA: 1938 Monarchs and Windsors, 1939 Standards and DeLuxes, 1940 Supers and Masters.

WURLITZER: 800-850-750E

SEEBURG: Classics, Colonels, Majors, 8800's, 9800's

Phonographs must be in excellent mechanical condition and appearance. No junk!

### NATIONAL COIN MACHINE EXCHANGE

1411-13 Diversey Blvd.

Chicago 14, Illinois



WHERE TO SELL IT?  
WHERE TO BUY IT?

For the Answer Turn to

PAGE 19



Kirtz, wholesale tobacco distributors here, passed away late last month.

One of the hardest men to catch in the office is our friend Richards at Combine-Richards. He's always on the go, making repairs, checking on his locations or, as he was doing the last time we checked in the office, looking for some meat.

Noticed around town more and more are new voice recording machines. There haven't been many recording studios in Columbus to take up the natural bent "to hear what I sound like." Lots of the small fry can be seen dropping coins in the booths.

At this point, I'd like to thank all the distributors and operators who have co-operated with me in my cruise for news. Without a doubt I've missed several of them in this area, but I'll be more than happy to stop by and talk awhile if they'll drop me a line here at 2861 Neil Avenue, Columbus 2, or phone me at JEFFerson 3282.

W. C. Arthurs

## Indianapolis

Coin machine play in Indianapolis proper is holding up well, according to most of the trade, while outlying locations are reported a bit slow. Some distributors claim free movement of good used music equipment especially is being stymied by new machine shortages. Two music houses have new machines available on the floor.

Game supplies are in better shape, with too much used stuff on the market, and most new machines available. Re-vamps are going well.

Tex Holley, of Vending Machine Exchange, is a versatile chap. After running music and games for several years, Tex got interested in the flying business, and is taking an active part in the operation of two local airports. Says they have 35 students at the two airports, Capitol Air Service at Municipal Airport, and Plainfield Airport, Inc., at Plainfield. If you want to fly, Tex is offering operators a special rate, and is anxious to give operators this service.

Warren McCune just disposed of the last of a small route west of the city, and will operate in Indianapolis entirely. This fellow also has a side line. He opened a restaurant on October 16th. McCune, by the way, just returned from a vacation in California.

Add hazards to service men: Phil Reap, associated with Banister and Banister Distributing Co. was sitting at the counter after servicing the phonograph when a waitress tipped a hot cup of java into the horn of his coin counter at the hip pocket. They're still laughing about it. Burns only first degree.

Frank Banister of the same firm reports business good. If you talk to Frank a few minutes it will come out that he has a new Chevrolet service truck. Claims he bought it at list price.

Boys on the Banister staff returning from military service: Stanley Butler and Robert McDuff, former operators, and office manager Lewis Gray.

Samuel Tobias, of Automatic Sales, reports business as usual except that he's looking around at the new vendors. Supplies seem to be good enough to give him some choice.

Record situation is greatly helped here by a new distributor. Decca Distributing Corp. has opened under the guiding hand of Joseph E. White.

A new sign appears on a building at 821 North Illinois that reads P-J Distributing Co. and has something to do with AMI Music. Paul Jock was out of town and we were unable to interview anyone there.

W. T. "Bill" Brase is Indiana sales manager for Miami Distributing Co. Bill has his own plane, and just made a flight to Evansville to iron out a sales problem. Brase was formerly Aircron field service supervisor out of Kansas City.

Another new Chevrolet service truck has been delivered to Miami Distributing. They have also added a salesman, G. E. "Tommy" Thomas.

Indiana Simplex, Wurlitzer distributors, opened a Fort Wayne branch October 1, under management of L. E. Haglund, and intend to carry a full line of parts and an efficient service department there. Kyle Herder, manager of this office says that while Wurlitzer cannot supply the demand, their deliveries are up the past few weeks.

Sam Weinberger of Southern Automatic Sales, Seeburg distributor, says their Seeburg service schools have better attendance since changing the schedule to each Saturday afternoon.

New arrival is expected at the home of Bryce Grey of Southern Automatic's front office, Bryce already has two fine young ladies.

Meeker Music, according to Harold Meeker, is trying out Solotones, and boosting them too. They are appointed sub-distributors here.

Harold says Meeker was one of the first

"Hostess Music" operators in the country, and have been at wired music seven years. Meeker has five ex-GI's returned from service, three of whom were with him before.

Sorry I couldn't get around on short notice to see many of the stops but promise to cover them more thoroughly next trip, and in the meantime would be happy to take any news items at Box 22, Danville, Indiana.

C. Arthur Wallace

## San Francisco

After considering the pros and cons for several months, cig ops have at last decided to increase the price of cigarettes to 18¢ a pack. The recent general boost by manufacturers made this step imperative. We understand this is the last area where cigarettes were still vending at 15¢. Operators are now busy setting up their penny inserting shops. Tony Parina, of Messrs. Parina & Co., took care of the demand for penny inserters.

The first floor sample of DuGrenier's Challenger cigarette merchandiser arrived by air freight and is now being displayed in the showroom of Messrs. Parina & Co. western distributor for DuGrenier, Inc., The G. V. Corp., and Adams—1¢ Vending Gum. Tony said that many operators have already looked over the new machine, are



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A New Sensational

**DAVAL Counter Game**

*"Free Play"*

... with a

**FREE PLAY Feature!**

Like a Pin Ball Game, pays out only Free Plays.

Accumulated Free Plays can be played off or cancelled & registered on inside.

This New All Mechanical, Precision Built Daval Counter Game will make you the biggest, quickest, profits on the smallest investment in the entire Coin Machine Field.

PRICE  
**\$75<sup>00</sup>**  
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*Don't Wait! Don't Delay! Order Today!*

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#### Operator's and Deluxe Engineers CONTACT POINT SWITCH KITS

The most complete and wide assortment of switch parts offered in any kit today. Ideal for the serviceman or experimental workshop.

**OPERATORS KIT** (list price \$12.50)

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**Your Price . . . . . 17.50**

Sold only in our Allotted Territory

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All Phones: DR. 4326

**BADGER SALES CO. 1612 W. PICO BLVD. LOS ANGELES 15, CALIF.**

enthusiastic about its beauty and are very much impressed with the many new mechanical features of the DuGrenier *Challenger*, and, of course, are very anxious to get deliveries.

Messrs. Parina & Co. maintains a most complete parts division. Tony said: "We can give overnight service for every part of every DuGrenier ever made." Taking into consideration the long use machines had to give, and the deterioration that occurred due to the cigarette shortage, this is a much appreciated service.

Tony is an ardent advocate of NAMA and during the recent membership drive 12 new members joined up due to his personal efforts. In the San Francisco-Bay area cigarette operators are now a hundred per cent enrolled. Tony, and many others from this region attended the convention in Chicago.

Viking Specialty Co., Inc., distributors and manufacturers' representatives, has changed ownership. Frank J., and E. M. ("Prince") Dutton sold Viking to William (Bill) A. Collier and Don H. McClinton. The sale was on account of Frank's protracted illness. However, Viking's many customers will be glad to know that Prince Dutton, who conducted the business so successfully for the last seven years, will remain with the firm in an advisory capacity.

The new owners are truly high caliber men. Bill Collier had been vice-president of Leo J. Meyberg Co., and past president of the Sales Managers Club. Don H. McClinton was sales manager for American Engraving and Color Plate Co., and is the current president of the Sales Managers Club.

The new organization promises to be a very progressive one. The partners are in their prime and have unbounded faith in the future of the coin machine business. Bill Collier said: "Our industry is just emerging from the egg. When we envision the terrific amount of far reaching developments, accomplished and potential, we come to the conclusion that there is practically no limit to what can be achieved." The new owners like the business and the people in it. They spoke warmly about the cordial reception accorded them by operators and they are confident that the most satisfactory business relationships will be maintained. As for expansion of activities, Bill stated: "We are currently negotiating

for additional lines. We are going through the whole building, remodeling and renovating it. We have engaged a secretary, Miss Ruth Knudsen, formerly with the Emporium. Tom Barkley continues in charge of the service and parts departments.

M. S. Wolf Distributing Co., held a two-day service school for operators and their mechanics on AMI automatic phonographs. The demonstration was conducted by Monty West, AMI factory representative and Al Silberman, general manager of M. S. Wolf Distributing Co. Chet Garton, Northern California manager, said that about 65 attended the meetings. Chet said that they asked those attending to register but not everybody did so; consequently the following list is incomplete. Participating were: M. L. Newhall, Santa Cruz; Spence Graves, Redding; Jean Deaumer, San Francisco; John Marin, Grass Valley; M. J. Levy; R. N. Smith; J. R. Paucett, Rio Vista; Mr. Grove, Twain Harte, representing Charles McKibbons, Sonora; A. W. Nelson, Yuba City; A. McKenzie, Mill Valley; Shirley C. Coil, Sonora; J. H. Seaberg; Gordon E. Morris, Tulare; Eugene McMullen, Oakland; Everett M. King, Oakland; V. C. Gillis, Eureka; F. F. Ferguson, Auburn; G. M. Livingston, Oakland; J. C. Coy, Berkeley; F. B. Boyle, Richmond; H. J. Lambert, Stockton; H. H. McClinton, Tracy; D. H. Smith, Fortuna; M. Torres, Oakland; Joe C. Silla, Oakland; Carl New-

kirch, Oakland; Pat Duncan, Stockton; Buttons L. Chisholm, Napa; Ernest E. Sousa, Napa; R. Patrick, and R. Foster.

Both days, those attending were luncheon guests of M. S. Wolf Distributing Co. at the Whitcomb Hotel.

J. D. Cox has become associated with Advance Automatic Sales Co. Cox is in charge of the slot division, and has also been appointed assistant to Al Meyers.

Jack R. Moore Co. received its first sample of Bally's *Triple Bell Console*. Johnny Ruggiero, manager, reports that the changing odds feature appeals very much to operators. We also heard from Johnny that Ray Moloney, president of Bally Manufacturing Co., visited here, also George W. Jenkins, Bally sales manager, Ralph Nicholson, Bally engineer, Bud Briethstein, and Jack R. Moore. They all met here then proceeded up to the Columbia river for a spot of salmon fishing.

Melody Sales Co. moved to much better quarters on 6th St., just across the way from their previous location. Al Brame, one of the partners, said that in the last couple of months business has increased remarkably. The firm is getting to be well-known throughout Northern California.

Gisela Ney

### Barbershops Earn Extra Income From Coin Games

NEW YORK—Of the ten best income-producing "extra" items used by over 600 barbershops in the United States, coin machines rank fourth and punchboards sixth.

The National Trade Suppliers' Association, who conducted the survey, report that 93 per cent of all tontorial parlors procure added revenue by selling products or services outside their field.

Among the machines located at barbershops are phonographs, razor blade dispensers, cigarette and candy vendors, pin ball games, soft drink machines, and health apparatus.

### Laymon Has "Triple Bell"

LOS ANGELES—A sample of Bally's new money-maker, *Triple Bell*, on display at Paul Laymon's, is provoking terrific interest among local coinmen.

*Triple Bell* is a three-reel type machine with changing odds in each of its three coin chutes. The machine, convertible to replay or payout, can be purchased in any combination of nickels and quarters desired.

### Ex-Employ Now Boss Man

NEW ORLEANS—After many years as serviceman for local coinmen, Vincent Castertano has formed C. and D. Amusement Co. and is now operating on his own.

## EVANS CONSOLES

Cash Pay — Free Play — Combination F.P. & C.P.

7 COIN — 5c or 25c PLAY

—1946 A. C. Models—

## WILLIAMSON DISTRIBUTING CO.

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**PACKARD**  
**PLA-MOR**  
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**PACKARD PLA-MOR**

**Model 400**

**Phonograph Hideaway**

"It's an operator's dream!" That's what the boys are saying about the new Packard "400"—today's best buy in the automatic music field. Profit-engineered through the richest experience in the Industry, the "400" is a poem of simplicity—conceived, designed and produced by the pioneers of automatic music. Let us give you a convincing demonstration. You, too, will say "it's an operator's dream!"

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**NICKABOB SALES COMPANY**

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Fresno 2,  
California





On hand to greet visitors at the opening of the Los Angeles offices and showrooms of Mills Sales Co., Ltd., on October 4, 5 and 6 were the Mills people shown above. Left to right, they are, standing: Mrs. Warren H. Taylor, Dick Eggleston, R. H. Maddern of the Freezer Division, Secretary Jean Blair, Warren H. Taylor, Evalyn Crenshaw and Mrs. A. H. Bouterious. Front row: George M. Ehr Gott, Jr., and A. H. Bouterious.

### Mills Opens LA Offices

LOS ANGELES—Open house festivities held by Mills Sales Co., Ltd., at their new branch office at 2827 W. Pico Blvd., Los Angeles, on October 4, 5 and 6, were a huge success, with several hundred operators, jobbers, distributors and their guests attending, according to Warren H. Taylor, general sales manager for the company.

On hand to greet local and out-of-town coinmen were A. H. Bouterious, general manager; W. H. Taylor; Dick Eggleston; R. H. Maddern, of the Freezer Division; George M. Ehr Gott, branch manager; and others from the company's Oakland headquarters.

Mills Sales is handling the products of Bell-O-Matic Corp., International Mutoscope Corp. and Mills Industries.

Among the out-of-towners attending the opening were: Mrs. A. M. Lehnig, El Monte; Norman Salzman and H. T. Fields, Santa Barbara; W. Allen and P. S. Allen, Long Beach; DeVar M. Pack, Burbank; E.

Klamroth, Long Beach; Harry D. Farnow, Las Vegas, Nev.; Bernard Hoch, Chatsworth; Phil Robinson, Chicago; D. D. Radenbaugh, Long Beach; Miss Suzanne Henley, Santa Monica; Edgar L. Hagist, Santa Monica; Carl W. Fisher, Inglewood; B. Gayer, San Bernardino; Mrs. Edna H. Chrisman, Arcadia; W. W. Gruenig, Ventura; Ed. R. Sullivan, Ocean Park; Mr. and Mrs. D. A. Wilson, Culver City; H. R. Graham, Glendale; Kenneth S. Bevan, Alhambra; Hal G. Sherry, Pasadena; Ben Marks and Larry Rankin, Vancouver, B. C.; Russell Simpson, Inglewood; Pierce Kinsman, Santa Monica; H. N. Otto, Rialto.

A second branch office in Portland, Ore., held open house on occasion of its opening on October 18, 19 and 20.

Shortly after the opening, Warren H. Taylor left for an extended business trip covering Chicago, Milwaukee and New York on behalf of Bell-O-Matic, Mills Industries, and International Mutoscope.

## Seattle

Pin games were much in the public eye last month, the publicity bringing plenty of satisfaction to pin game operators and distributors.

Here is the good news: the Seattle city council reversed an earlier policy under which it refused to grant pin ball license applications and adopted a new policy under which it began approving such licenses on a restricted basis and "with discretion."

Councilman James Scavotto, chairman of the council's license committee, said particular consideration would be given applications for devices to be placed in new businesses which do not now have them.

Last winter the council passed an ordinance providing that no person could hold more than 200 licenses for amusement devices. There is now but one person—C. W. Bolin—with 200 licenses, Scavotto said, while four persons have more than 100—Sigel and Marcus, with 186; John J. Michael, 140; Keiter, Watson and Katz, 127; Hawthorne and Mondschein, 112.

The license committee approved issuance of 65 amusement device licenses in one sitting, bringing to 2,183 the number of pin ball games licensed for local operation. The licenses were issued as follows:

Brashem and Stept, three licenses; Robert Van Santen, four; Keiter, Watson and Katz, two; Frank C. Moore, eight; Art Ruppel, seven; Henry Christensen, three; C. L. Malone, two; Frank Countner, five; Sam Eskanzay, three; Lamoreaux and Dawson, one; Mike Nenezich, two; Paul Lewis, three; Roy Erickson, one; Chester and George Heberling, seven; Brixner and Leovich, 14.

Port Angeles has rejected an amendment to its pin ball ordinance which would have allowed operators to obtain machines from out-of-town distributors. Operators now must buy from the city's two licensed distributors, who pay a fee of \$2,500 a year for 60 machines and \$50 for each machine above 60.

Two Tacoma operators—Emerson Waters

*This is IT!*  
A New Sensational  
**DAVAL Counter Game**  
"Free Play" ... with a  
**FREE PLAY Feature!**

Like a Pin Ball Game, pays out only Free Plays. Accumulated Free Plays can be played off or cancelled & registered on inside. This new All Mechanical, Precision Built Daval Counter Game will make you the biggest, quickest, profits on the smallest investment in the entire Coin Machine Field.

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**\$75<sup>00</sup>**  
F. O. B. CHICAGO

**Now Delivering  
SPELLBOUND**

by Chicago Coin

The 5 Ball  
Novelty Game

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Spells Bigger

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COME IN TODAY

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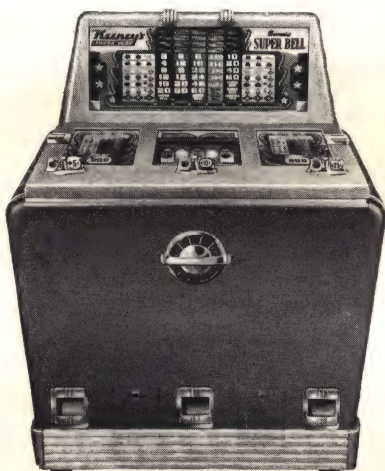
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NORTHWEST, IDAHO AND  
MONTANA

Keeney's Greatest Money Maker  
**3-WAY BONUS SUPER BELL**



WRITE OR CALL FOR PRICES

## We Also Carry The Following NEW Equipment

Bally's VICTORY DERBYS and VICTORY SPECIALS  
Five Balls: SURF QUEENS — BIG LEAGUE — By Bally  
Gottlieb's SUPERLINER United's SEA BREEZE

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### AMUSEMENT GAMES

TOTAL ROLL  
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SKEE BARREL ROLL  
BLUEBIRD

**DAVAL  
GAMES**

The Complete JENNINGS LINE  
AIREON Phonos and Speakers

**DRAW  
BELL**

Single or Twin Bonus Bells

Brandt or Ace Coin Counters

### SPECIAL!

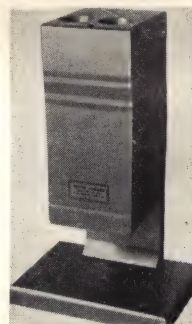
The Original NICKEL NUDGER  
DELIVERS FIVE OR TEN NICKELS. FAST!  
ACCURATE!

**NOW — OPERATOR'S PRICE — \$7.50**

TO HELP YOU  
We carry the largest  
stock of  
PARTS and SUPPLIES  
in the Northwest!!

WRITE US FOR  
USED GAMES

We carry a large  
stock.



## WESTERN DISTRIBUTORS

1226 S. W. 16th St.

Portland 5, Oregon

IF YOUR DISTRIBUTOR CANNOT SUPPLY YOU—WRITE US!

COIN  
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and George Demich—have had their licenses suspended for 90 days by the Tacoma city commission because they had allowed minors to play the machines.

More news from Tacoma: Hall Music Co. is installing the new music system, *Telotone*, in a number of the city's taverns and restaurants.

Seattle distributors have played hosts to a number of out-of-town visitors during the month. Ted Brower of Grays Harbor Amusement Co., Aberdeen, was reported both at Jack R. Moore Co. and Puget Sound Novelty; Bill Smith of Smith's Automatic Music, Chehalis; B. Hart of Hart Music Co. Yakima; and Nick Foisy of Prosser, all at Moore's and Western Distributors.

Also stopping at Moore's were Earl Stump and Jack Van Sender, Anacortes; Bob Farrell, Oak Harbor; Earl Beresford, Vancouver, B. C.; C. J. Cassutt, Bothel; Wyn Hawes, Bellingham; Stillman Miller, Cashmere; George Forsyth, Centralia; Wayne Odom, Cle Elum; H. Mac Blain, Goldendale; Bill Eccleston, Grandview, and Audi Clark, Yakima.

Looking over equipment at Western Distributors were Al Cole, Omak; Arnold Olson, Ketchikan; Davis Court, A. M. Vogel and Ernie Rector, all of Centralia. Signing the guest book at Seattle Coin Machine were Russell Pentz of Omak and B. T. Beeson of Puyallup. Puget Sound Novelty entertained Royal. Pinkerton, Wenatchee; A. Van Diest, Yakima; Art Rud, Spokane; Arnold Mason of M and M Amusements, Tacoma; Ralph Hall, also of Tacoma, and Lou Dunis, Portland.

Bert Beutler, who left Jack R. Moore Co. five months ago to serve as local manager for M. S. Wolf, has returned to Moore, again as manager. With him from Wolf,

where she was his secretary, came Daphne Little. Gardy Goss, manager while Bert was away, takes over the post of service engineer. Gardy, with the Missus, are just back from a trip to Alaska, reward for the Seattle branch topping all Moore offices in August sales. Bert celebrated his new appointment with a trip to Victoria and Vancouver, B. C., calling on A. H. Pease of the Automatic Vending Machine Co., Victoria, and the following Vancouver accounts: Earl Beresford, Roxy Automatic Music; George Ellis, Teletone Co.; and the Phonomatic Amusement Co. A second week-end saw him visiting Jack R. Moore in Portland.

Beutler has been getting a steady flow of Seeburg phonographs and expects a lifting of the quota in November. With the shipping strike tying up the waterfront, Seeburgs have taken to the air to reach Alaska.

Dick Robinson of Moore's Seattle office has been transferred to Spokane, where he will assist Manager Ralph Perin.

Dave Martin and Earl Everett of Duromatic, Inc., had no sooner returned from one 12,000-mile, 30-day trip when Dave set out on another which may be almost as long. They brought back plenty of orders for their new escalator conversion, from Boston, Baltimore, Louisville, Kansas City, Denver and points in between. Dave's second trip takes him to Reno and the south. Inquiries for Duromatic have been coming from all parts of the world, including Scotland, South America and the Canal Zone. One of the requests for a distributorship comes from Vincent A. Barrie of the St. Thomas Coin Sales Co. of St. Thomas, Ont., whose initial order left him well satisfied.

Another new piece of equipment that is finding a ready market is the junior changer that Ron Pepple of Northwest Sales Co. has just begun to advertise. With two slots for nickels, it is designed particularly for tavern use. Ron's larger changer, with slots for nickels, dimes, quarters and 50-cent pieces, also continues in demand, with deliveries to every state of the union.

Good news at Puget Sound Novelty is the return of George Schnabel to a daily working schedule, after months of ill health. New men in the shop include Barney Kerr, formerly a Navy Yard inspector at Bremerton, and Claude T. Allen, a Missourian just out of the Navy. Gone is Bob Montgomery, son of Foreman Dave Montgomery, who has entered the Marines' aviation corps.

New at the M. S. Wolf shop is Clyde Dixon, formerly of Puget Sound Novelty. In the office, Mrs. Florence Cowan replaces Mrs. Vera Jones.

After months of secrecy, something new has emerged from the Puget Sound Novelty shop. Called the *Red Dot Special*, revamped from other games, it is meeting with a good response from the operators as it adds the game-of-chance appeal to a skill game. Also in demand is the ABT Manufacturing Co.'s *Challenger*, a penny counter game.

Western Distributors is beginning to look like a cycle club, with three motor bikes parked by the door. Curley Gore and Walt Solomon, who long have claimed there's nothing like a motorcycle for transportation, finally talked Marvin Nelson into buying one. Curley is showing signs of neglecting his bike for his 36-foot boat, however, and it's just as well the two operate on different elements. After working on the boat for



many months, he now has the engine in and running.

Taking a belated vacation, in Banff, has been Vern Preston of Western Distributors.

J. J. Mellon, manager of the Canteen Co. of Washington, attended the convention of the National Automatic Merchandising Assn.

Comes word from Bremerton of another tax on coin machines, \$5 per location annually for vending machines and \$5 to \$150 on amusement devices.

Le Monde Chic de Larson, toy poodle owned by Mrs. Harry Jacobs, wife of the well-known operator, was among the winners in the Western Washington Kennel Club's dog show.

Ray Bloomberg

## Portland

Budge Wright and George Trambitas of Western Distributors were host to the following delegation of out of town operators and wives at Portland Meadows race track: Mr. and Mrs. Walt Antrim of Pendleton; Mr. and Mrs. Happy Ross of Ashland; Mr. and Mrs. Vern Raw, Seaside; Mr. and Mrs. Clyde Kennison of Hermiston, and a few others whose names I didn't get. Dinner, drinks and admission were on Western. Betting on the ponies was every one for themselves.

Fred Klaus and his babies have the deep sympathy of all his friends at the sudden passing away of his beloved wife.

Yes, sir. The M. S. Wolf school for mechanics is a proven success. A Philadelphia, Penn. company called the school for a GI trainee. Result, trainee on way.

Ray Davis and A. M. Moss were the city's official photographers at the recent High school football rally held at Multnomah Stadium. Incidentally A. M. Moss is a candidate for president of the Portland Kiwanis Club.

Ruby Tisen recently took over the duties of office manager of M. S. Wolf Co. Paul Lethco is now in charge of records.

Alan Dibble and party culminated a successful hunting trip by bringing in their quota of venison.

Ace Arnsburg of Western Penny Arcade attended the farewell party at the Congress Hotel, given for his friend Schimmel Rosenkrantz who since has joined the ranks of benedicts.

Lonnie Logsdon, kingpin Irish operator of Clackamas county, can now spend more time at his popular Club Mecca, due to competent help.

Western Distributors, in cooperation with

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Fresh Off Production Lines

GROETCHEN

**COLUMBIA BELLS**

WITH NEW

MECHANICAL IMPROVEMENTS

These new, improved 1946 models in dazzling, durable finish are changeable right on location to 1-5-10-25c play; hence you get the service of four machines for the price of one . . . plus double slug protection!

**\$145.00 F.O.B. CHICAGO**

— SEE —

**PAUL A. LAYMON**

DISTRIBUTOR

1503 West Pico

Los Angeles 15

## NOTICE—INVESTORS!

### ONE OF THE FINEST PIN BALL, PUNCH BOARD AND MUSIC ROUTES FOR SALE

Continuous Operation Of Over 200 Pieces In The Same Territory For The Past 15 Years,

Grossing An Average of \$20,000 Per Month

OWNER RETIRING. BOOKS OPEN TO QUALIFIED BUYERS.

**Total Price: \$350,000**

**WRITE BOX 807**

**FEDERAL POST OFFICE**

**PORTLAND, OREGON**

Aireon Mfg. Co., held a two day school meet for owners and mechanics alike to better acquaint them with the mechanics of Aireon machines.

W. E. Hyde and Harold Saull went fishing in the Siletz River. They brought back a 43 lb. salmon.

Jack R. Moore is regularly attending Portland Meadows and picking the good ones.

Lou Dumis of Oregon Pla-Mor was host at a preview showing of the Packard Hide-away to a large attendance. Johnny Michael of Seattle and Fred Fields, Packard regional manager, were among those present. Refreshments were served.

Johnny Trambitas

### Laymon's "Bells" Click

LOS ANGELES—"Far exceeding our fondest hopes" is the way Paul A. Laymon, Bally Distributor, describes the reception accorded the new *Draw Bell* and *Triple Bell* consoles now being delivered.

"Yes, they're 'way beyond expectations and we're having some fine reports from our customers. The hold principle on *Draw Bell* never fails to attract play, and at the same time turn a nickel play into a dime play. The machine is well built and possesses permanent appeal. There is no doubt but what it will be a prime money-earner over a period of years and therefore represents a good operating investment."

The Laymons, unable to build their magnificent new ultra-modern jobbing and distributing building because of current shortages, have re-decorated their present quarters in a delicate combination of two-tone green chartreuse and blush peach.

Quite ducky, too, and very, very lovely to set off the array of new equipment being offered. New light fixtures and venetians complete the refurbishing.

Despite the current lull in sales around the country the Laymons report an exceptionally brisk business. In fact, Paul has added a couple of new fire extinguishers just in case business gets "too hot."

### Excise Tax Changes Deemed Unlikely

(Special to The Review)

WASHINGTON—It's going to take letters—and lots of them—from individual operators to persuade Congress to effect a change in the present Federal excise tax levied on coin machines.

Although the new Congress will not wander into the Nation's Capitol before January, tax committee staffs of both the House and Senate are already at work on a new tax law. Whether the driver's seat after election is occupied by the elephant or whether the donkey keeps control, present indications are that no substantial tax changes will be made before 1948. Some of the excise taxes, however, are certain to receive a going-over.

Representative Robert L. Doughton, Chairman of the House Ways and Means Committee, has announced that his group will consider the proposal of the Arcade Owners' Association of America that the tax on coin machines be collected quarterly rather than in a lump sum. According to the Association, this method will eliminate double taxation which occurs when an operator pays the tax and later turns the machine over to a new operator who must also pay the tax to operate the device.

While backing of the Association is sufficient to get the plan before the committee for consideration, insiders point out that it takes a lot of pressure on Congress to secure a relaxation in any tax. The best way, they say, is through letters from "back home."

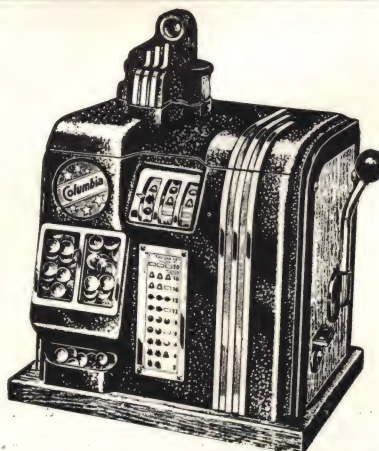
Mail from operators in favor of quarterly collection of the coin machine tax should be addressed to the House Ways and Means Committee, U. S. Capitol, Washington, D. C.; Senate Finance Committee, Senate Office Building, Washington, D. C.; or to the operator's own congressman.

### Demand Heavy for "Free Play"

CHICAGO—Distributors throughout the country report mushrooming sales for Daval's new counter game, *Free Play*.

Featuring the same money-making features of a pin game, *Free Play* accumulates up to 70 plays, registered on a large visible window, which keeps customers engrossed for hours at a time.

The game is all-mechanical, with every part precision built.





**It's New . . . It's Different . . . It's Sensational**

# BALLY

- **TRIPLE BELL!**
- **TRIPLE PLAY!**
- **TRIPLE PROFIT!**

TRIPLE BELL means EXTRA money to YOU. Get ready to scoop up the biggest bell-console collections you ever saw! TRIPLE BELL consoles on location actually earn two to three times the top earnings of all other consoles now in operation!

- Triple Chutes permit three players . . . or two coins . . . nickel or quarter every game.
- Bell-Fruit Flash on three spinning reels.
- Changing Odds on three separate brilliantly lighted panels.
- 1000 Super Special in addition to 90 Special and plenty of other big odds.
- Single Cherry Winners and frequent intermediate awards.
- Simple Trouble-proof Mechanism guarantees minimum service costs.
- Deluxe Cabinet in rich blonde wood-grain finish accented by bright red and gold.
- Convertible Payout or Replay and a gold mine either way.

Seeing is Believing! You won't believe TRIPLE BELL earning power until you see the cash in the box. See the BALLY TRIPLE BELL now at any of Jack R. Moore Company Display rooms.



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## JACK R. MOORE Company

**4** DISTRIBUTING OFFICES

**PORTLAND**  
1615 S. W. 14th  
Portland 1, Oregon

**SEATTLE**  
100 Elliott W.  
Seattle 99, Wash.

**SAN FRANCISCO**  
348 Sixth St.  
San Francisco 3, Calif.

**SPOKANE**  
No. 4 Bernard St.  
Spokane 4, Wash.

**SALES**

**SERVICE**

**PARTS**



## Los Angeles

The people on this town's Coin Machine Row are still living on a diet composed of one part of business and two parts of hope. At least there's this much can be said about pounding the Row's pavements—it isn't dull. For every man singing the blues, you'll find two others chortling over a few pieces of new equipment and factory promises of more before long.

Everyone, from distributor to operator, realizes that the present period of shortage is by no means confined to this industry. Although there is plenty of griping, and some instances where operators feel that jobbers are showing favoritism in the allocation of scarce items, by and large everyone is showing a surprising degree of patience and understanding.

One situation, however, that is becoming better known throughout this area and will do certain people considerable harm is the practice of some eastern and mid-western manufacturers in sending new equipment to the East Coast, leaving the West Coast still machine-hungry. From a strictly dollars-and-cents viewpoint, those manufacturers can't be blamed too much. Shipment to the East Coast is quicker, less costly, and the returns are faster. On the other hand, such manufacturers are going to lose a lot of goodwill and business as

reports come into this town of jobbers and distributors on the East Coast receiving all the new equipment they need. A lot of the men out here were assigned lines months ago and have maintained offices and showrooms with the expectation of having at least samples to show and take orders on.

But what happens is that these men continue to sink a lot of their own money into rent and overhead and have come to the point where lack of delivery of even one sample has forced them to discontinue taking orders that have no hopes of being filled for months. These men feel they have carried the ball long enough for those manufacturers who are now letting them hang out on the limb.

There's been plenty of talk about the expanding industries of Los Angeles and already several local manufacturers have begun putting good coin machine equipment on the market. If eastern manufacturers care anything about the tremendous West Coast market, they had better start channeling some of their East Coast shipments to the West Coast, say jobbers, distributors, and operators.

Aireon Manufacturing Corp. is a distinct exception to the above criticism. Starting off with a basically excellent machine, this newcomer to automatic music has learned the hard way—but fast. Apparently having solved all mechanical

troubles and production bottlenecks, the company is delivering in large quantities. Frank Navarro of Navarro Distributing Co. is getting Aireons in carload lots and sales are booming. M. E. Thiede, general sales manager, has just returned from a trip to Imperial Valley, where the company is reported to have made a sizable sale.

Frank Navarro has left by Constellation for a ten-day trip to New York on business matters concerning Navarro Distributing Co.

A big sale to an out-of-town operator is reported by Dannie Jackson and Samuel Donin of Automatic Games. Deal is said to have involved 60 new slots.

Leonard Micon, reports a lot of interest in the Packard Pla-Mor hideaway unit on display at Pacific Coast Distributors. This particular unit was played 2,107 times in the first three weeks after it arrived and not a single adjustment was necessary, not one failure occurred, says Micon. Selling a machine with such perfect performance, says Micon, is not really selling but something like rendering a public service.

Clayton Ballard, northwest district manager for Aireon, in town on a brief visit.

Bernie Roberts, former marble table operator in Los Angeles and associated with Automatic Electronics in the last years of the war, is now engaged in manufacturing decorative lamps under the name of the Modeline Co.

Max Thiede, sales manager for Navarro Distributing, is on the road most of the time these days arranging for deliveries of new Aireons to the extensive list of customers the firm supplies.

Bruce Altman, formerly with ARA, has joined Paul Reiner's Black and White Records as Director of Sales Promotion.

One of the busiest spots in all of Southern California is Paul A. Laymon's. In from out of town during the past couple of weeks were R. H. Causey, Bell; Paul Hirschler, South Pasadena; Lowell Ayres and Carl Fisher, Inglewood; Ben Peterson, Jack Johnson, Stuart Ashhurst and Lloyd Barnes and son Roy, Long Beach; Glen McCarter, Beaumont; Ken Hathaway, San Luis Obispo; William Wolf, Rivera; Lloyd Barrett, Pomona; Carl Collard, Stuart Metz and William Shorey, San Bernardino; Dick Sharpe and son Dick, Santa Ana; Cecil Fox, Fresno; Frank Young, Selma; Paul Hawkins, Tucson; Charles Bonney, Flagstaff; Harold Murphy, Palm Springs; C. C. Peddicord, Anaheim; and Louis Dunn, Monterey Park, to mention only a few.

G. F. Cooper, Riverside, was in town for the Elks Convention the first part of the month.

George Ehr Gott, manager of the newly established Los Angeles office of Mills Sales Co., Ltd., reports that Bill Lanziserio, chief field mechanic for International Mutoscope Corp. has been in town holding school for Mutoscope operators. Lanziserio arrived here from Arizona and has continued on up the coast.

Lucy Garcia, Ray Power's office assistant at E. T. Mape Music Co., is off for a two-week vacation in Northern California.

Bill Leuenhagen is talking phonograph speakers these days. He has a speaker deal coming up which he promises will arouse a lot of interest among operators.

Badger Sales is preparing a new parts catalog, which, according to Jack Leonard, will be a miniature Sears-Roebuck catalog.

Catalog or not, Badger Sales continues to resemble the Union Station, says Bill Happel, with plenty of incoming and outgoing traffic. Recent out-of-town visitors to the establishment include: Leo Prestel,

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## *Exclusive Distributors for*

# BELL-O-MATIC CORP. MILLS INDUSTRIES, INC. INTERNATIONAL MUTO- SCOPE CORP.

**THREE BIG OFFICES NOW READY  
TO SERVE WEST COAST OPERATORS**

*See Us for*

**"ANYTHING WITH A COIN CHUTE"**

## MILLS SALES COMPANY

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In Los Angeles:  
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In Portland, Ore.:  
600 S. E. Stark Street





**WESTERN STATES  
DISTRIBUTING COMPANY  
DAN KING III, PRESIDENT**

**275 NEW 1946 PACE BELLS IN STOCK**

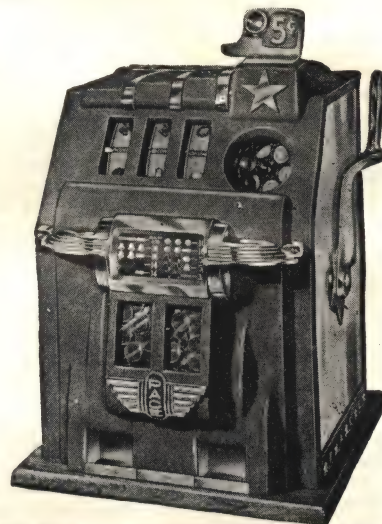
***Ready to ship TODAY!***

**HOLD YOUR LOCATIONS . . . WIRE, WRITE, PHONE**

Give them the New Pace Deluxe Chrome Bells they demand. Contact Western States right now . . . Bells shipped day order received. All brand new . . . all guaranteed 100%. 5c, 10c, 25c, 50c, \$1.

*Exclusive distributor: Calif., Wash., Ore., Idaho, Utah,  
Nev., Ariz., Wyo., Colo., N. Mex., Texas*

**63 Page Street, San Francisco 2, California—Phone MArket 1819**



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Albuquerque, N. M.; Ray Corrigan, Chatsworth; R. J. Elliott, Fontana; Glenn McCarter, Beaumont; L. H. Maston, Porterville; Scott Dreyer, Whittier; John Hawley, Inglewood; Ben Korte, Glendale; Chris Torres, Westmoreland.

C. A. Robinson is planning a trip to Chicago early in December. Leaving there, he will go on to Milwaukee, where the sensational new Shine-A-Minit coin-oper-

ated shoe shine machine will be unveiled. Robinson will return to LA before Christmas, then depart again late in January for the Coin Machine Show. Robinson, incidentally, reserved eight rooms at Chicago's Bismark Hotel for the show. If that's indicative of interest throughout the country, the show should be a record breaker.

William "Bud" Parr is back on the Row after a three-week trip through the East,

including stops at Minneapolis, Cleveland, Pittsburg, Chicago, and New York. Parr covered 8,000 miles visiting Solotone distributors and investigating better methods of operating Solotone units. Considerable time also was passed in discussing several new models which Solotone distributors expect to announce in the near future. A number of distributors are ordering the



## "JACK RABBIT"

### JUMPS PROFITS



**AMUSEMATIC** introduces a fascinating new, all-animated game — "JACK RABBIT" that will **MULTIPLY YOUR CASH LIKE RABBITS!**

*This game of action and coordination invites a constant customer replay and corners amusement coins. Pin Game Operators and Arcade Operators live on your amusement center, multiply your dollars and CASH IN ON "JACK RABBIT!"*

This all-animated thrilling game is operated on a two-button principle—one button to increase speed of Dog—the other to make Dog leap for Rabbit.

**\$475.00**

1/3 DEPOSIT  
BALANCE C.O.D.



**C. A. ROBINSON and COMPANY**  
2303 W. Pico Boulevard, Los Angeles 6, California  
Phone: FEderal 1810

**Now On Display  
Bally's New**

**TRIPLE  
BELL**

**COMBINATION FREE PLAY  
AND CASH PAYOUT**

The new TRIPLE BELL is a real beauty . . . a veritable Operator's dream! Operates on 5-5-5, 5-10-25, or any combination of these three denominations. Fruit symbols and shifting odds. Be the first in your territory!

**\$895.00**

f. o. b. Chicago  
for 5-5-5, \$15 additional per chute for denominational changes.

**Come in Today!**

**— SEE —**

**PAUL A. LAYMON**  
DISTRIBUTOR

1503 West Pico Los Angeles 15



popular Solotone equipment in large quantities, according to Parr. Solotone's production is keeping right up with demand. The Burbank plant is going full blast and manufacturing facilities are being expanded.

Arch Riddell, Pasadena, is on a trip East which included the NAMA conclave in Chicago and a visit to Tampa, Florida. Riddell operates cigarette machines in the metropolitan area.

Jim Harvey joined Jack Gutshall Distributing Co. on October 21st as salesman. Harvey was formerly associated with Minthorne Music Co.

Randolph Walker, Aireon president, spent several days in California in October combining business with pleasure. Mrs. Walker accompanied him.

Leon "Hi Ho" Silver, spectacular San Francisco operator-jobber, and Allen Jones, Oakland operator-jobber, dropped in at the home office of THE COIN MACHINE REVIEW on a recent business trip to Los Angeles. Silver's means of transportation caused considerable comment hereabouts, for he drove down to the Southland at a steady 50-mile-an-hour clip in a shiny 1920 White truck that he had just purchased from The White House, well-known Bay City department store. Truck was one of a fleet operated by the store for deliveries.

Even in these days, when most of us are driving pre-war gasoline buggies and new cars are still very definitely "in our future," it was something to see when Silver and Jones climbed out of their White truck, brushed off the leather seats and flicked dust off the solid brass radiator. "She's in perfect condition," Silver proudly announced. He might also have added that using the car in his operating and jobbing business is a smart stunt. People will soon identify Silver with his truck and it will prove to be very effective advertising.

When completed, Percy Shields will have one of the niftiest layouts in Baldwin Park. Percy acquired a big lot there recently and is now building a beautiful home.

Bill Berg, former crack record salesman for the local Decca office, has joined Jack Gutshall Distributing to handle record sales. This gives Gutshall 6 salesmen on the road in California—3 out of the local



## TIME TO MAKE A CHANGE— and you'll be doing well to provide your "spots" with a real CHANGE MAKER. STANDARD BRANDS MULTIPLE COIN QUICK CHANGER

Holds Quarters, Dimes, Nickels and Pennies. Immediately adjustable to "kick out" with a flip of the finger any of the above denomination coins in any number desired—one at a time to five at a time. Handy, self-contained drawer for "folding money." Coin Supply completely visible at all times.

**\$26.95**

**Badger Sales Company**  
1612 W. PICO BLVD.  
LOS ANGELES 15, CALIFORNIA  
All Phones: DR. 4326

**Badger Novelty Company**  
2546 NORTH 30th STREET  
MILWAUKEE 10, WISCONSIN  
All Phones: KIL. 3030

office, 2 out of the San Francisco office and 1 out of the San Diego office.

## Salt Lake City

Pin ball sportsmen of Salt Lake City, deprived of their sport since July 1st, when the city ordered the questioned amusement devices to cease operation, got the go ahead signal that they may resume play, from city commissioners this month but were warned that they must play only for fun.

It is disclosed that upon recommendation of Mayor Earl J. Glade the commission adopted a policy for the remainder of the year to issue licenses for marble games, but to deal seriously with any gambling in the use of the games.

In asking commissioners to reissue marble game licenses, Mayor Glade wrote: "It is our judgment that these licenses should be issued and that anyone permitting the use of said device or using the same for gambling in any form or to any extent the license will be promptly revoked, the device confiscated and the participant prosecuted."

In the marble game controversy the commission refused to issue any new licenses which became due on the semi-

annual plan on July 1st, it is stated, thus stopping operation of the machines; however as Rudy Vogt of the R. F. Vogt Distributing Corp. put it, the city commission has issued licenses for pin ball games, after they have been closed for 60 days.

Ken Dart, branch manager for Wolf Sales Co., distributor for Wurlitzer, reports that they are getting in more and better equipment now and will have wall boxes and speakers right away. All of the Wurlitzer operators are reporting very satisfactory results from the new Wurlitzer, according to Dart, who will leave on a trip to Idaho and Nevada soon—having recently covered the Wyoming territory.

R. L. Holt, manager of the Rainbow Distributing Co., now in their beautiful new quarters, reports that C. D. Kemp, regional sales manager and W. E. Simmons, district sales manager, were both visiting Salt Lake City and bringing the glad tidings that the new Floor Model Packard will be here about the 28th of October.

Dan Renaga, operator from Pocatello, is spending some time in Salt Lake City, according to Holt, doing some business and buying.

Warren I. King, in charge of the cigarette vending machine department at the Hemenway and Moser Co., attended the NAMA convention. Elmo Lance, service man for King, has been home over 6 weeks due to an operation in a local hospital, and will be returning next week, nicely recovered.

A few pieces of equipment have come in of late, according to King, and he hopes that shortages are alleviated very soon.

Fred Murphy, retail stores supervisor for Hemenway and Moser, is making his regulation trek throughout Idaho at this time.

C. M. McMurdie, assistant manager to R. F. Jones of Jones Distributing Co., reports that they are still having to endure the shortage of equipment to a marked degree. Service manager Lisenbee, was on the road in New Mexico for a couple of weeks recently, assisting operators with service problems.

Joe Kamys, field service sales engineer for J. P. Seeburg Corp., is here and R. F. Jones Co. is contacting all operators in an effort to assist them with their service problems. Frank Ritchie, a salesman out of the Salt Lake office, is going over to Denver to assist W. H. Erskine, who is Denver manager for the corporation.

Tom Douglas, manager of the Yellowstone Specialty Co., is just back from Idaho and Wyoming, where he finds business conditions good.

Elden Evans, former mechanic for Yellowstone Co., is now in Pocatello as a

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## Washburn's Specials

### CONSOLES

5c SUPER BELL F.P., P.O.	\$249.50
25c SUPER BELL F.P., P.O.	289.50
5-25c SUPER BELL F.P., P.O.	475.00
MILLS THREE BELLS 5-10-25c	849.50
MILLS FOUR BELLS 5-5-5-5c, orig. head.	375.00
BALLY CLUB BELLS F.P., P.O.	189.50
BALLY HI HAND F.P., P.O.	149.50
MILLS JUMBO—late F.P., P.O.	169.50
MILLS JUMBO—late F.P.	109.50
LUCKY LUCRE 5-5-5-25c late.	249.50
PACE SARATOGA 5c	79.50
LUCKY LUCRE 5-5-5-5c	109.50

### ONE BALLS

THOROUGHBREDS	\$279.50
LONGACRES	279.50
DERBY 41	159.50
CLUB TROPHY	159.50
SPORTSMAN	149.50
GOLD CUP	99.50
RECORD TIME	99.50
KENTUCKY	199.50

SEE OUR SENSATIONAL NEW VICTORY STAMP MACHINE—IMMEDIATE DELIVERY....\$38.75

**CHAS. E. WASHBURN COMPANY**  
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### NEW GAMES

BALLY DRAW BELL
BALLY VICTORY SPECIAL
BALLY VICTORY DERBY
BALLY SURF QUEEN
BALLY BIG LEAGUE
CHICAGO COIN SPELLBOUND
EXHIBIT BIG HIT
WILLIAMS' SUSPENSE

### PHONOGRAPHS

PACKARD HIDEAWAY NEW	\$450.00
WURLITZER 950	675.00
WURLITZER 800	675.00
SEEBURG 8800	550.00
WURLITZER 500	450.00

### SLOT MACHINES

All Overhauled and Reconditioned	
5c BLUE FRONTS .....	\$149.50
5c ROMAN HEADS .....	129.50
5c JENNINGS CHIEF .....	99.50
5c CHROMES original .....	199.50
50c GLITTER GOLD .....	395.00
\$1.00 CHIEF .....	695.00
MILLS GLITTER GOLD Q.T.s.....	99.50
5c BONUS BELLS .....	189.50



# ARCADE BARGAINS!

The following equipment is clean and ready for location.

Terms: 1/3 down, balance C. O. D.

HARVARD METAL TYPERS, 5c and 10c Play, Like New.....	\$295.00
GROETCHEN METAL TYPERS, 5c Play .....	295.00
MILLS PANORAMS, Late Models, Clean .....	350.00
KIRK NIGHT BOMBER, Refinished....	150.00
DRIVEMOBILES .....	150.00
EVANS TOMMY GUN.....	115.00
LIBERATOR .....	80.00
PERISCOPE .....	60.00
TEN STRIKES, High Dial.....	75.00

BALLY RAPID FIRE With BIG ROCK CONVERSION .....	\$ 85.00
YOUR NAME IN HEADLINES PRESS With Type and Stand.....	150.00
KEENEY TEXAS LEAGUERS.....	25.00
KEENEY ANTI AIR CRAFTS, Brown Cabinet, Late.....	35.00
KEENEY SUBMARINES .....	50.00
KEENEY AIR RAIDERS.....	95.00
AMUSEMATIC LITE LEAGUES, Brand New.....	Write

**SPECIAL! Hurry and Order While They Last**—BIG ROCK CONVERSION for CHICKEN SAMS OR BALLY RAPID FIRES—to double your collections and increase your profits—will make your old games look like new. 10 Colors. 10 Pieces. Sold **\$10<sup>00</sup>** on a money back guarantee. At the bargain price of only.....

## KRUSE & CONNOR

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CHICAGO 40, ILLINOIS

Please send me information on Arcade Bargains.

Telephone: EDGewater 3500

NAME.....  
STREET.....  
CITY.....

service man for Mike Koseris, operator of the '30 Club' and other Bannock County spots.

Gaylord Winewriter, former serviceman for Yellowstone Co., has just gone into the Army.

Dan B. Stewart, brother of manager Sid Stewart of the Stewart Novelty Co., is visiting here from his Casino in Reno. Sid has just returned from a trip into Idaho territory.

Viola B. Hutton

## Denver

A new-comer in the coin machine business in Denver, the Ajax Music Co., is doing a major remodeling and modernizing job on its new home at 1655 Blake St.

Jack Arnold, recently released from service in the Navy, signed up as distributor for Packard machines last spring for territory covering Colorado, Wyoming, Western Nebraska and Northern Montana. He was formerly associated with Packard Superior Products at Chicago for the Rocky Mountain states from the time it began business some 13 years ago. Arnold said that after his release from the Navy he went back with Superior, but through his friend James Gaddis, regional manager for Packard Corp., signed up as distributor. He says he is happy to announce that Packard Hideaways are coming through in very nice shape, "by golly," and that he cordially invites all operators in the above territory to visit him in his new location where the Packard Hideaway and all speakers and accessories are on display.

Recently he was appointed distributor for Compas, a complete line of spare parts for all coin operated machines, both music and pin balls.

In addition, Arnold says he carries a factory stock of Brewer punch boards and is making up numerous merchandise deals. He said that with his many years of experience in the business he knew about what the operators should have and that he was trying to make a punch board deal where the operators can make a good margin of profit and still give the player full value received, and showing the merchant a good profit.

The new location has two stories and full basement. The first floor will be devoted to music machines and speaker display. Offices are also on first floor. A special display room for punch boards and premiums will be on the balcony, and the top floor will be strictly a stock room and repair shop. Basement will be used for storage.

Arnold arranged with Edwin W. Sully to cover the territory as salesman. Bill Anderson, has recently been added to the service department.

W. H. Erskine, manager of Jones Distributing Co., Denver branch, reports that equipment is now coming in more rapidly than formerly, and that the West coast representative of Seeburg, district sales manager Daniel J. Donohue, visited the Denver office and spent several days calling on customers in the territory. Joe Kamys, of the Seeburg factory, also was in the Denver territory recently, calling on customers in the field.

The Seeburg Corp. has come out with a new recessed wall and ceiling speaker in two types. Samples were received by the Denver office recently.

The Jones Co. has increased its force in the paint department. This department is being enlarged. Any and all kinds of machines are made to look like new. Elmer

Hogrefe is a new addition to the force.

The Frank Huber Music Co. has expanded its business, and Huber has taken in a partner, Al Vinolli of Denver. The firm will now be known as V and H Amusement Operators. It expects to later move to the downtown district. Although this company has been in business only a few months, it has already expanded to the size of many companies that have been in business for several years.

J. R. Moon of the La Salle Music Co., has just returned from a business trip to Dallas and was a recent caller at the Jones Co. office. He has a fine modern shop with 14 employees in the service organization, and has made some of the finest installations in the city of Denver in recent months with the new Seeburg equipment.

Moon is slated to go on a big hunting trip with R. F. Jones of the Salt Lake City office, Gus Carter and several operators from Utah, who are heading for North Dakota for the pheasant hunting. Carter,

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who purchased a new *Victory Derby* from Jones Distributing Co. recently, was a visitor in the office last week.

Tony Piccoli, of Durango, an old-time operator, has sold his route to Jean Royce.

Frank Richie, formerly in the Salt Lake City office, is now moving to the expanding office of Jones Distributing Co. in Denver.

Walter J. Burkett, of Denver, along with several companions, is going on a big deer hunt the opening of the season. They will be camped out in the mountains for a week or 10 days.

W. H. Erskine called on the Midwestern Music Co. in Wheatland, last month.

Out-of-town visitors at the Jones office were: Mrs. Dorothy Scullen, of Casper, who was made happy with some new Seeburgs; Everett Fees of Colorado Springs; Jake Greiner of Albuquerque; Bryan Edwards of Douglas; Mr. and Mrs. A. F. Ray of Greeley, of the Ray Music Co.; Mr. Johnson of Rawlins, Wyo., who owns the Home Appliance Co.; W. E. Bosche, Southwest Vending Co.; George Fiorina, operating the Yucca Inn at Santa Fe; and Carl Gottlieb and wife, of the Gottlieb Music Co., Alamosa.

Cecil Finney of Lamar was expected in Jones's office in the near future after new equipment.

Lu Shulman of Modern Distributing recently made an emergency trip to Chicago in an effort to obtain some additional machines. He succeeded to the extent that he brought back 10 Rock-Olas over regular quota, returning the same day. The additional machines will be of great help to the operators in this territory, who just can't get enough new Rock-Olas.

The new Rock-Ola wall boxes are certainly meeting with appreciation and expressions of pleasure from the boys who have purchased them.

George Burgon, Modern's ace trouble shooter, made a trip recently to Wyoming, calling on all the Rock-Ola operators, and from there went on to New York for a two or three week's vacation.

Modern's city salesman, Lewis Sherbundy, went on his two week vacation, which he spent in Wyoming and, of course, contacted a few operators during his stay.

De Von Anderson has recently been added to the staff of Modern Dist. Co. as collector for the Denver district.

Recent visitors in Denver who called upon Modern were: Harold Rounds from Lovell, C. H. Sullivan, Rock-Ola operator from Julesburg; R. J. Reynolds of the Pueblo Music Co.; Mrs. Dan Scullen, whose husband is "Dan, the Music Man," in Casper, described as a "very charming lady"; Bryan Edwards of the Western Music Co., Douglas.

Due to the expansion in personnel of the Wolf Sales Co., several new private offices are being built for their accommodation. It has been found necessary for them to double the present office space. While not fully completed, the work is far enough along to evidence how much they are going to add to the convenience and attractiveness of the office quarters in the building. They are commodious and will be well equipped with modern furnishings.

Al C. Roberts reports that on his recent fishing trip to Cross Lake, he hooked what was estimated to be a 25 to 30 pound northern pike, but which he finally lost after having him on the line for an hour and forty-five minutes. It was a desperate struggle, but the fish won out.

D. B. Walker, branch manager of Wolf Sales at El Paso, had his car stolen about a month ago and to date no trace of it has been found.

Charles Salardino of the Music Sales Co. at Florence and Pueblo, is now recuperating at home from a major operation which was performed on him at Mayo Brothers.

M. J. Savio, business manager of Wolf Sales Co. became the father of a bouncing baby girl recently—the first baby in his family.

Charles Kaplan of the P and M reports that he has ordered new electric cigarette machines. This, he says, is a new venture, but he is always willing to try out new things, and is hoping that these will be preferable to the old type machines.

Kaplan, who has been in the business in Denver two years, handles cigarette and candy machines, and has 500 penny-out machines. He runs two trucks in his business and has orders in for two more, but uncertain when he will get delivery.

At the present time, Kaplan says, there is considerable confusion among the six cigarette machine men in Denver about switching the price to 17 cents. Four of them have agreed on the price raise, but two are still opposed. He is hoping for an amicable agreement in the near future.

Gibson Bradshaw of the Denver Distributing Co., has been very ill with double

lobar pneumonia—has been in the hospital but is now recovering and able to be back on the job—is getting in touch with his business again. He reports that the outstanding difficulty now is that machines are not coming in very good, says he could sell 10 times as many machines if he could only get them. A number of out-of-town people have visited his office, including Pat Johnson of Rawlins.

Zane H. Gordon who operated candy and nut machines since January 1st recently sold his business.

Frances Conrey

## Federal Tax Collections Up One Million

(Special to The Review)

WASHINGTON—Tax collections on the use of coin machines are still showing a monthly decline, according to latest figures from the Bureau of Internal Revenue. Officials point out, however, that returns for the current fiscal year are running well ahead of last year. They look for further increases when production of new machines picks up.

Approximately \$8,000,000 was collected for the first month of the 1947 fiscal year, or about \$1,000,000 more than for July of 1945. Returns dipped to 5.7 million dollars in August, but this figure is still almost \$2,000,000 better than was collected in August of last year.

Tax officials discount monthly fluctuations in coin machine returns, since the levy on each machine is collected only once a year and is apt to come in at any time.

Taxes collected for the year ending July 1, 1946, were \$2,000,000 less than the amount for the preceding year, reflecting the drop in the number of machines operated as old ones wore out with new ones unavailable. Returns for the 1946 fiscal year were \$17,091,795 as compared with \$19,100,311 for year ending July 1, 1945.

## Omaha Adds Distributor

OMAHA—Joe Rothkop is the latest addition to Coin Row. He purchased the building at 1115 Douglas and has set up jobbing facilities.

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Yes, sir, the customer is king again. *He* is issuing the orders now. That's why THE REVIEW is designed for the customer's maximum usefulness. Complete news coverage of the Industry's national activities is boiled down to basic facts. News in THE REVIEW is genuine—not a lot of rah-rah. Operating activities are departmentalized—music operating, for example, is packaged in one section for ready reference. AUTOMATIC VENDING, THE REVIEW'S magazine-within-a-magazine, is a complete guide to the news and advertised products that operators of automatic vending machines require. Our candy vending, cigarette vending, and phonograph record departments are jam-packed with information and sales punch. And the Red Hot News section sounds off with straight-from-the-shoulder comments on new trends.

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# COMO LO VEMOS DESDE AQUÍ

## Resumen de los sucesos importantes en la Industria

Por B. J. McManus

### Condiciones Actuales

Repetidas dificultades—problemas obreros y la escasez de materiales esenciales—continúan retrasando la ejecución de los planes de producción y prohibiendo que los productores se aproximen a las cuotas de producción que mantuvieron durante la guerra. En la actualidad están en la lista de materiales críticos los siguientes:

**Cola clara.** (Se use en la ebanistería de fonógrafos automáticos.) Debido al control de precios las más importantes casas que negocian en carne están matando menos del diez por ciento de su consumo normal de ganado. De eso resulta la escasez de cola clara, producto accesorio de la matanza de ganado.

**Acero.** Sigue en la lista de materiales escasos.

**Madera.** Los abastecimientos de madera van aumentándose lentamente. Los talleres de maderas están produciendo 3,000,000, 000 pies tablas el mes. Aunque se usa la mayor parte de esta producción en la construcción de casas, poco a poco se aumentan las cantidades disponibles para usos industriales.

**Alambre de cobre.** Resueltas las huelgas en la industria de cobre, hay aumentos en los abastecimientos de alambre de cobre.

**Algodón.** Se cree que dentro de poco llegará a ser escaso el algodón, cosa esencial para la insulación.

### Fonógrafos Automáticos

Los distribuidores de fonógrafos automáticos se han reunido para formar una asociación para la exportación de fonógrafos. Registrada con la Federal Trade Commission, la nueva asociación llevará el nombre de American Phonograph Co-operative, Ltd. Se abrirán oficinas en Chicago, San Francisco, New Orleans, Boston.

En varias regiones del país las asociaciones de operadores de fonógrafos automáticos están discutiendo la cuestión de precios. Muchos creen que es necesario aumentar el precio de funcionamiento de 5 a 10 centavos, o 3 por 25 centavos. El

señor De Witt Eaton, vice-presidente de AMI, Incorporated, ha iniciado una campaña para alzar el precio. AMI, fabricante de fonógrafos automáticos, suministrará los mecanismos necesarios para el cambio—ajustador mecánico y nueva sección delantera con el nuevo precio de operación—para sus máquinas. Espera que los otros manufactureros seguirán su ejemplo.

Muchos operadores admiten que un aumento en precios resultará en una reducción del número de veces que se usa la máquina pero creen que a pesar de esto se aumentarán los ingresos. Por ejemplo, un operador tiene un fonógrafo que le produce \$20 cada ocho días. A un precio de 5 centavos, quiere decir que los parroquianos han usado el fonógrafo 400 veces. Con un precio de 10 centavos, tal vez este número se disminuirá a 300, reducción de 25 por ciento. Pero 300 funcionamientos darán un importe total de \$30, aumento de 50 por ciento sobre el importe total a un precio de 5 centavos.

Las clases de instrucción para operadores (Véase THE REVIEW, July, 1946) crecen en popularidad. Según un informe reciente, hasta esta fecha más de 4,000 operadores han asistido a estas clases que se verifican en todas partes del país. Los fabricantes de fonógrafos automáticos han celebrado más de 190 clases—una clase dura el día entero—a las cuales han asistido operadores y mecánicos para estudiar el mecanismo de las máquinas nuevas y para aprender los mejores métodos de instalación, operación, y conservación. Continuarán las clases hasta que todos los operadores y mecánicos hayan tenido la oportunidad de asistir.

### Juegos

Varios son, los juegos nuevos que han sido anunciados recientemente.

Munves Manufacturing Company, 158 East Grand Avenue, Chicago, Illinois, tiene un juego nuevo que se llama *Bat-A-Ball*. Ha gozado de gran éxito en las pruebas. Es una reproducción de un juego de béisbol. Una o dos personas pueden jugar.

El juego nuevo de Daval Products Cor-

poration, Chicago, Illinois, se llama *Free Play*. De diseño moderno, funciona mecánicamente sin piezas eléctricas. Como premio el jugador afortunado puede recibir de 3 a 30 jugadas gratis.

*Contest* es un nuevo juego de destreza ya a prueba por Central Coin Machine Company, Chicago, Illinois. De una a cuatro personas pueden jugar en competición—por eso se llama *Contest*. Es un tiro a blanco con pistolas—con cuatro blancos iluminados que mueven y cuatro pistolas. Con cada pistola se pueda tirar 20 veces por 5 centavos. Las anotaciones de los jugadores se registran por medio de lucecitas en el blanco.

«United Manufacturing Company de Chicago, Illinois, va a iniciar la producción de su nuevo juego de pasatiempo, *Sea Breeze*.

Después de un período de pruebas y experimentación que duró 18 meses, Central Manufacturing Company, Chicago, Illinois, está ofreciendo a la industria su juego *Hi-Fly*. Es del tipo beisbolístico y fué diseñado y desarrollado por el señor Charles Solinski, director del departamento de ingeniería de la compañía. Representa la demarcación rombal usada en el juego de béisbol. Sobresalen cinco muescas y detrás de las muescas hay cinco encajes que representan *hits*. Por medio de una palanca controlada por mano, la moneda del jugador salta por el aire sobre la mesa. Se hace la anotación según la muesca o el encaje en que se cae la moneda.

### Máquinas Nuevas

Recientemente en Nueva York se exhibió una máquina nueva que da cinco minutos de tratamiento diatérmico con rayos de radio de alta frecuencia. Desarrollada por Coin Diathermy Corporation de Nueva York, la máquina representa algo nuevo entre las máquinas automáticas. El paciente mete 25 centavos en la máquina y recibe el tratamiento por medio de dos cojinetes de goma juntados a dos varas largas. Estrecha o lía los cojinetes contra el cuerpo (la ropa no impide la acción de los rayos) y recibe alivio muchas enfermedades respiratorias, músculos dolientes, etc.

Los fabricantes de la máquina dicen que piensan instalarla en las salas de espera de estaciones de ferrocarril, los salones de belleza, los hoteles, los clubes, las barberías, etc.

Para servir al mercado extranjero se ha establecido un departamento de exportación encabezado por el señor Harry Berger.

Ya a prueba en la Estación de Broad Street de Philadelphia está un nuevo vendedor automático de boletos, fabricado por Trans-Meter Company de New York. La máquina vende boletos para 16 estaciones, recibe monedas de 1, 5, 10, 25, y 50 centavos y proporciona el cambio si no se ha insertado la suma exacta. Se dice que 20 viajeros el minuto pueden comprar boletos. Como les hemos dicho antes (Véase THE REVIEW, September, 1946), en New York están experimentando con dos vendedores automáticos de boletos pero éstos no tienen mecanismo para dar cambio y por consiguiente les hace falta un dependiente.

Bath Iron Works Corporation de Bath, Maine, ha anunciado planes para la fabricación de una máquina de tipo nuevo para la venta de mercancías. Contendrá una unidad de refrigeración y venderá hasta 10 marcas diferentes de mercancías en paquetes o en botellas.

Bath Iron Works es constructor de buques para la Marina de los Estados Unidos. Para la nueva empresa, Bath ha formado una

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## S-P-E-C-I-A-L

### ONE-BALL MULTIPLE FREE-PLAY TABLES

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# RED HOT NEWS

LAST MINUTE REPORTS — PREDICTIONS — FORECASTS and GOOD OLD FASHIONED RUMORS COMPRISE THIS NEW REPORTING SERVICE OF "THE REVIEW." THIS PAGE IS WRITTEN AS THE FINAL FORMS GO TO PRESS ON THE 20th.

GENERAL BUSINESS CONDITIONS show slight improvement. Sales are 'way off in jobbing and distributing headquarters and the general consensus of opinion seems to be to hold tight and see what the 1947 Show will bring. In fact one influential and powerful Music Operators' Association declared a 90-day embargo on new machine purchases running from October 1st to January 1st—and making it stick, too. Theory is that phonos must come down to a top of \$750. Market picture is plenty disturbed on new games. Jobbers have been offering machines costing as high as \$525 for \$375 and not to keep up a sales volume front either. They just won't sell, and operators will not buy at such high figures. Example: A \$975 mechanical wonder in a bowling game which is practically going begging because of the price.

NEW EQUIPMENT DELIVERIES: Slow. As stated here previously there isn't much hope of volume delivery until after the 1947 Show. But hearken to this prediction: A year from now—yessir, October 1947—salesmen will be out in the field selling automatic equipment and there will be a complete reversal of the buyer-seller situation. Learned minds in the business feel it might be even earlier, but count on the fall of 1947, and plan your activity accordingly. It's going to be plenty competitive and plenty rugged.

PHONOGRAPHS: Regulars are making steady deliveries and satisfying most operators. Rumors are that present instruments will be continued in 1947, for the most part, with the possible addition of one or two running mates.

Aireon has introduced a hideaway requiring a very small area. Packard will formally introduce their phonograph next month with advertising program. The P principle will be incorporated new instrument. To keep the straight: In August we mentioned Wurlitzer promotion for 1947 be directed toward selling instruments now on location to general public as purveyors best in popular music." At the I. Q. of the operators for some thought the line on Wurlitzer was going to sell. Nothing is further from the truth and hence this enlightenment concerned the ambitious bill campaign Wurlitzer is pursuing operators win patrons for music.

1947 SHOW: We're going to discontinue giving hints on things to come in the way of new equipment for the mail is getting too terrific. A surprising amount of new ideas will be on display at the CMI Show and any and all other shows which might be held at the same time. CMI Show is sold out and rumors are hot in the east that new manufacturers are not satisfied with the CMI Shut Door Policy and will band together for a display elsewhere. Rumors only, but they could be true. Anyway, the biggest and best will be the CMI Show.

SUPPLIES: Short. Lots of complaints on the inability of factories to supply parts to keep old equipment going. Operators claim manufacturers are holding back on parts to force new equipment orders. Fact of the matter is that manufacturers find it as difficult to get materials for parts as for components on new units. Due to clear shortly.

SERVICE MACHINES: An expansion in this field is ahead. The announcement of the new shoe-shining machines has created tremendous interest. Years back these machines were shunned. Today America is coin-conscious and a good shiner at a nickel a shoe will get the coin.

PHONOGRAPH RECORDS: We told you two months ago to look for a 75c price. Two weeks after Victor, Capitol and Majestic announced a raise from 50 to 60 and Decca was reported to be ready to make the jump. Watch that 75c figure—IT'S THE GOAL!

OLD EQUIPMENT: Hang on to it and keep it working. We're practically still at war insofar as a sufficient amount of new equipment is concerned.

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W.D. BURTT



## Como Lo Vemos Desdi Aquí

compañía subsidiario, Bath Iron Works Manufacturing Corporation, que fabricará las máquinas. Se ha comprometido por contrato con U. S. Vending Corporation de Chicago para el desarrollo de los modelos de la máquina.

Viking Tool & Machine Corporation, Belleville, New Jersey, pronto lucirá su máquina nueva para vender palomitas de maíz. Al insertar 10 centavos, 2½ onzas de maíz caen en la sartén y 60-70 segundos más tarde sale de la máquina en un saquito el esquite, listo para comer. Por eso la máquina se llama *Minit-Pop*. En la máquina caben 250 porciones.

Parte íntegra de la máquina es un mecanismo que sahuma para impedir que salga olor. Hace seis años que trabajan los ingenieros en el desarrollo y perfeccionamiento de la máquina.

La compañía organizará una escuela de servicio para los distribuidores y operadores. Las clases se reunirán diariamente por 15 días y darán oportunidad para que los estudiantes entren en la fábrica misma para mirar el proceso de fabricación.

La compañía todavía no ha designado sus distribuidores pero sus oficiales dicen que la producción en cantidad se iniciará a mediados de Diciembre.

## Jugo de Naranja Para Máquinas Automáticas

Hasta ahora el obstáculo más grande en la venta de jugo de naranja por máquinas automáticas ha sido la imposibilidad de conservar el sabor y las vitaminas después del primer día. Pero National Research Corporation de Boston, Massachusetts, después de larga experimentación ha desarrollado un método de hacer un concen-

trado de jugo de naranja y también un método de producir jugo de naranja en forma polvoreada que retienen el sabor original y el contenido de vitaminas. Añadiendo agua al jugo polvoreado, resulta una bebida fresca y gustosa. Esto hace posible el uso del polvo en vendedores automáticos.

La Florida Citrus Growers' Exchange ya ha anunciado que va a apoyar la presentación de una máquina para vender jugo de naranja pero no se sabe si piensa emplear el jugo en forma natural, en latas, o en forma polvoreada.

## Nuevo Motor Eléctrico

El señor Leon R. Ludwig, director de Westinghouse Electric Corporation, anuncia un nuevo motor eléctrico—el primero construido enteramente de acero. Según el señor director, el motor es más pequeño, de menor peso, y de mayor fuerza que los modelos existentes. También presenta un exterior más atractivo.

## World Sugar Output Climbs

WASHINGTON—The world's sugar production is catching up, albeit slowly, to pre-war years. The Bureau of Agricultural Economics of the Department of Agriculture, in predicting a world tonnage of 30 million for the 1946-47 season, points out that while this figure is ten per cent higher than last year, it is still 13 per cent less than the 1935-39 average production of 34,544,000 tons.

## Operators, Jobbers Meet

PHILADELPHIA—In a good-will-inducing gesture, members of the Amusement Association of Philadelphia met with local jobbers, to discuss joint problems. Members and jobbers agreed to cooperate on all points brought up.

This was the first time such a meeting has been held in the area; its success will no doubt encourage future get-togethers.

## Quick Tune-Ups From Ohio

CLEVELAND—Lester Bieber's two week battle with the flu ended in favor of the popular music operator. . . . Gary Weber's mother passed away in Chicago. . . . The boys have been on the fly, with Joe Abraham jaunting to Chicago, Leo Dixon to New York, Jimmie Ross, Canada, and Israel Epstein, Los Angeles.

## Ex-War Worker Now Operator

SCOTT'SBLUFF, Neb.—L. A. Hangartner has joined the corn field fold and will operate phonographs and pin ball games in the Western Platte River Valley under the name of Modern Music Co. Modern is associated with Central Distributing of Omaha.

## Growing Pains At American

CHICAGO—Increased personnel, more machinery, and a greater volume of business forced American Amusement to shop for a new home. They found it at 164 East Grand Ave., which contains 22,500 feet of space. American is sharing the building with Munves Mfg. Corp.

## License Fees Shaved

HARTFORD—This city has set a precedent for fair dealing with coinmen by cutting annual pinball licenses from \$35 to \$24 and phonographs from \$15 to \$6.

The Common Council voted 14-3 in favor of the ordinance amendment.

\* \* \*

Two buck privates paused by the roadside to look at a dead animal.

"It has two stripes—what is it?" said one. "That settles the question," said the other. "It's either a skunk or a corporal!"

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## Subscription Rates Are Advancing

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## Fresh Off Production Lines GROETCHEN COLUMBIA BELLS

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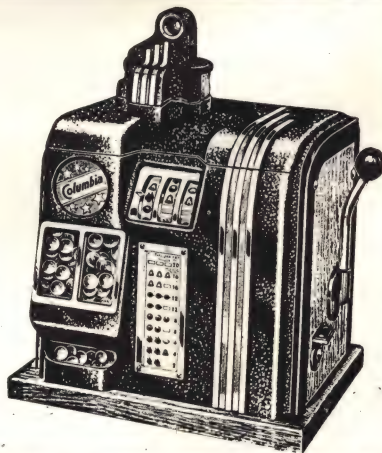
These new, improved 1946 models in dazzling, durable finish are changeable right on location to 1-5-10-25c play; hence you get the service of four machines for the price of one . . . plus double slug protection!

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5c PER WORD, MINIMUM \$2.00

No General Delivery ads accepted. Send copy, with remittance, to COIN MACHINE REVIEW, 1115 Venice Blvd., Los Angeles 15, Calif.

## COIN COUNTERS AND WRAPPERS

Tubular 1c, 5c, 10c and 25c, guaranteed heavy paper, 65c a thousand in 25,000 lots, 75c single thousand. Accurate Penny Coin Counters, heavy aluminum, \$1.50. Belt Pocket, 2 for 50c post-paid. Collection Books, 75c doz. HECHT NIELSEN, 1322 Congress Street, Chicago, Ill. (TF-C)

## WANTED FOR CASH

Used Penny Scales—Mills, Watling, Pioneer, Kirk. No big dials. NICKABOB CO., 2525 West Pico Blvd., Los Angeles 6, Calif. (TF)

## FOR SALE

25 late model Buckley Daily Double Track Odds, jack pot, @ \$500 each; 14 Bally Victory Derbys, cash payout, almost new, used 2 weeks, @ \$500 each. IBERIA AMUSEMENT CO., 319 W. Main St., New Iberia, La. (OND-P)

## NEED MONEY

Will sell to highest bidder, all or separate, one Jennings Advertising, one Jennings LoBoy, one Ideal LoBoy, two Jennings Big Dial Scales. T. KUPRAS, 430 S. Tiorunda Dr., Buffalo 11, N.Y. (OND-P)

## FOR SALE

Set Nickel, Dime, Quarter Mills Club Bells, \$800. Lot 48 Jack Pot Slots, 30 per cent discount. Request list. Slot parts galore. COLEMAN NOVELTY, Rockford, Ill. (OND-P)

## GET STARTED

One thoroughly reconditioned Peanut Machine and ten pounds best salted Spanish Peanuts, \$9.50. 1/3 with order, balance C.O.D. THOMAS NOVELTY CO., Paducah, Ky. (OND-P)

## CORRESPONDENTS WANTED

We are seeking news representatives in various cities able to send us a monthly news letter. If you can write a bright, newsy letter and are located in a Coin Machine Trading Center, please communicate with the Editor. Satisfactory remuneration for your efforts. COIN MACHINE REVIEW, 1115 Venice Blvd., Los Angeles 15, Calif. (TF-P)

## OPERATOR'S ASSORTMENT

Radios, Mystery Drinking Birds, Gift Chests, Fruit Cake, Chocolates, Portable Mirror Bars, Bears, Scotties, Cedar Chests, Push Cards, Sales Boards. Immediate deliveries. DELUXE SALES CO., DeLuxe Building, Blue Earth, Minn. (N-C)

## WANTED AT ONCE

I will pay top cash prices for Phonographs (all makes); Wall Boxes; Consoles; Slots; One Balls; 5 Balls and Music Units. Send your list. I will buy any quantity, on or off location. BOX 680, Coin Machine Review, 1115 Venice Blvd., Los Angeles 15, Calif. (TF-C)

## NEW AND PRECISION REBUILT

LoBoy 1c Weighing Scales, 1c Ticket Weighing Scales, 5c Selective Candy Bar Vending Machines, 1c ball gum, stick gum, and nut vendors. Write for freq price list! ADAIR COMPANY, 6928 Roosevelt Road, Oak Park, Illinois. (SON-P)

## OPERATOR'S ASSORTMENT

Radios, Electric Clock, Wrist Watches, Gift Chests, Cigarette Lighters, Portable Mirror Chests, Scotties, Vanities, Cedar Chests, Push Cards, Sales Boards. Immediate deliveries. DELUXE SALES CO., Blue Earth, Minnesota. (A-C)

## CIGARETTE AND CANDY VENDING

Machines. Will sell or buy any quantity, any make, model or size. Also any other equipment. Have full stock of U-Needa-Pack parts. MACK POSTEL, 6750 N. Ashland Ave., Chicago, Ill. (OND-P)

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Devie Devlet will call and buy from your surplus at 14 cents each records of average appeal in fair shape except numbers previously acquired in quantity. This is Devie's 7th year. Write or wire DEVIE DEVLET, 127 Main Street, Seal Beach, Calif. (OND-C)

## MAILING LIST

4,725 Coin Machine Operators in the United States, \$47.50. Write for list by States. WHIPPLE NOVELTY CO., 654 East Black Street, Rock Hill, S. C. (ND-P)

## SCALES WANTED

Cash paid for all types of coin-operated scales. R. STARK, 1012 West 43rd St., Los Angeles 37, Calif. (N-C)

## FOR SALE

25 Buckley Daily Double Jack Pots at \$450.; 15 Buckley Long Shots at \$795. Above machines in A-1 condition. 14 Bally Victory Derbies (used 1 week) at \$500. IBERIA AMUSEMENT CO., 319 W Main, New Iberia, La. (N-P)

## FOR SALE

Like new, 14 "Victory" wall type indoor-outdoor Postage Stamp Machines, used only 7 days, all in first class excellent condition. Original cost, \$560.00. Will sell all of them for only \$200.00, 25 per cent cash with order, balance C.O.D. K. MacKENZIE, 809 North Franklin Street, Chicago 10, Ill. (ND-P)

Give to YOUR  
Community Chest

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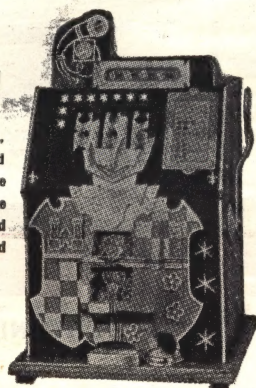
FOR  
NOVEMBER  
1946

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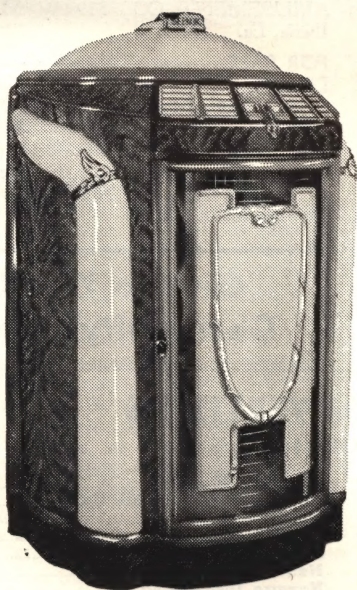
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**2315 W. Pico Blvd., Los Angeles, Calif.**